



**NEWS RELEASE
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City Center Partnership Launches Bonus Gift Card Program Round 2

MANKATO, MN (March 11, 2021) – The City Center Partnership is bringing back the popular and successful Bonus Gift Card program. The Program originally ran between December 9 and 19, 2020 and resulted in over \$25,000 in investments in the local City Center businesses, leveraging \$4 for each dollar spent. Due to the Program’s great success for the 33 participating City Center businesses, the City Center Partnership is launching a second round, sponsored by Mankato Computer Technology.

“Sponsoring this program was a no-brainer for our company. We heard from so many businesses how appreciative they were of the extra boost. We are honored to contribute to a program with strong return on investment for the community,” stated Wes Gilbert, Mankato Computer Technology owner and a City Center Partnership Board member.

Bryan Sowers, City Center Partnership Board Chair shared, *“We were so thrilled with the incredible results of the first round of this program that we wanted to see it continue. Some businesses are still struggling and this program is one of the most direct and effective ways for our organization to help keep the lights on and people employed.”*

Anyone can participate in the Bonus Gift Card Program by turning in receipts that show a purchase of at least \$50 worth of goods and services at any of the participating businesses. In return, the person will receive a \$20 gift card to one of the participating businesses, chose at random, which adds a fun spin to the program. The recipient might get a gift card to their favorite business or be given an opportunity to discover something completely new and worth going back for. The Bonus Gift Card Program is great for anyone looking for a good deal, as well as to experience more of our City Center businesses.

The Bonus Gift Card Program is a wonderful venue for City Center businesses to encourage shoppers to purchase their gifts or services, as they will be rewarded with a \$20 gift card for every \$50 spent. City Center businesses representing hospitality, retail, and attractions can participate in the program by contacting Crystal Olson at colson@greatermankato.com and donating \$20 gift cards. The program will run until all bonus gift cards are given out.

More information about the Bonus Gift Card Program can be found at citycentermankato.com/bonuscards.

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About City Center Partnership

City Center Partnership, a downtown development organization, is a business unit of Greater Mankato Growth, Inc. (GMG) which includes the chamber of commerce and economic development organization, Greater Mankato Growth, the local convention and visitor’s bureau, Visit Mankato, and GreenSeam, which utilizes agriculture to build on the region’s extensive agribusiness assets to develop ag economy. Learn more at citycentermankato.com.