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**NEWS FROM THE
OFFICE OF
COMMUNITY RELATIONS**

February 21, 2012

NEW AND IMPROVED BUY LAKEWOOD PROGRAM TO BEGIN FEBRUARY 24TH

In early 2012, Mayor Summers announced the launch of the redesigned Buy Lakewood program. This program is a consumer education initiative about the importance of buying locally as well as a customer loyalty program. It has been redesigned to make it simple, functional and flexible.

Buy Lakewood 2012 will feature a program called Five Percent Fridays. Participating businesses will offer a 5% discount on Fridays to individuals who show their Buy Lakewood card. In addition to Five Percent Fridays, businesses may choose to offer additional discounts to Buy Lakewood participants. The program will begin on Friday, February 24, 2012.

“We have simplified the Buy Lakewood Program to make it easier for both businesses and consumers to participate,” stated Mayor Mike Summers. “The Buy Lakewood Program will focus on sharing information on the importance of buying locally and the economic impact it has on our city. For every \$100 spent at a locally owned business, \$45 stays in the local economy, creating jobs and expanding the city’s tax base.”

Lakewood businesses can sign up to participate in this program by visiting www.onelakewood.com/buylakewood. Once a business is enrolled, it will be added to the online business directory. Businesses will also receive a window cling displaying their support for the Buy Lakewood Loyalty Program.

Anyone who shops in Lakewood can pick up a Buy Lakewood card at Lakewood City Hall (12650 Detroit Avenue), LakewoodAlive (14701 Detroit Avenue #LL10) or the Lakewood Chamber of Commerce (16017 Detroit Avenue). Individuals can also sign up for a card by visiting www.onelakewood.com/buylakewood. The previous Buy Lakewood card is still valid and can be used on Five Percent Fridays at all participating businesses.

The Buy Lakewood Program is a joint partnership between the City of Lakewood, LakewoodAlive, the Lakewood Chamber of Commerce and the Madison Avenue Merchants Association (MAMA).

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