Hello Everyone,

Please see the press release from the City of Hamilton here: <https://www.hamilton.ca/government-information/news-centre/news-releases/city-initiatives-focus-economic-recovery-hamiltons>

This news release came out Friday on the heels of the PMs announcement of a 75% wage subsidy for small businesses, which was also fantastic news.

Below have once again provided the write-ups and information on he Hometown Hub and Shop Eat Play programs. These programs can help you get much needed exposure during this unprecedented time. The social media accounts @hometownhub on Twitter and Instagram are also active and have gone live so we encourage everyone to follow those also to spread the word.

There was great media coverage on this over the weekend and we want to keep it going!

**​Hometown Hub**

Introducing Hometown Hub, Hamilton’s one-stop solution for online local shopping.

Hometown Hub is where local goes digital, and our mission is to deliver a simple, easy way to connect amazing small businesses with the communities they help to enrich, bringing the care, quality and dedication of local business alive online!

Under the current circumstances regarding COVID-19 and the mandatory shutdown of all business outside of essential services, our aim is to provide an opportunity for impacted local businesses to continue to operate through e-commerce, food delivery and gift card programs listed on our comprehensive, online business directory. Best of all, getting started takes only a few moments by entering all pertinent information into our simple, premade form. All businesses entries are presented in a front-facing manner with all applicable information and relevant images delivered directly to the public.

At Hometown Hub we want to keep our city going strong and empower small businesses and the community alike by providing a direct link to local businesses offering online services, bringing the power of shopping online to everyone!

Website: [www.hometownhub.ca](http://www.hometownhub.ca/)

Contact: [connect@hometownhub.ca](http://connect@hometownhub.ca)

**Shop Eat Play**

We as Hamiltonians born and raised, believe that now, more than ever, collaboration is required to get us through this.  So, in doing our part [www.ShopEatPlay.ca](http://www.shopeatplay.ca/) would like to extend access to our online gift card platform and marketplace for a period of 3 months at NO COST to ANY local business in the Hamilton area. We want to get you set up to sell gift cards online now that customers can come back and use later. We must support the local brands that make our community what it is…great!!

Our technology is also being utilized by [www.HometownHub.ca](http://www.hometownhub.ca/)  which will expand reach of both programs will bring exciting new exposure to your brands.

A local gift card is a great way for consumers to demonstrate support NOW, allowing them to enjoy products and services later, when normality kicks in. Cash flow now is vital for many. On the surface, the purchase of a gift card may seem nominal and somewhat insignificant, but through collaboration it is actually an investment in our community as a whole.

**Program Highlights**

·      Sell your gift card in various denominations via our online [www.ShopEatPlay.ca](http://www.shopeatplay.ca/) platform as well as [www.HometownHub.ca](http://www.hometownhub.ca/)   
  
 ·       Buyers have the option to send a digital gift card via text or have the option to print physical version at home

·       Ability to offer various promos/deals but ONLY if you decide to do so (e.g. $100 for $80)  
  
·       Ability to sell your digital gift cards direct from your site (additional cost)

**Program Requirements:**

·       Gift cards are redeemed via QR code; therefore, you will require a phone, tablet or desktop/laptop with camera and internet access in order to participate.

·       Your logo to be uploaded to our website

·       PAD Banking information to deposit funds (we reconcile within 14 days of cards being sold)

·      Contract to be signed stating 3 months free, no further obligations

·   All card sales are subject to a 5.95% credit card processing fee.

Reach out to Joe Citino to get involved.

Phone: 905 515 0080

Email: [joe@shopeatplay.ca](mailto:joe@shopeatplay.ca)

Our hope is that these free platforms will help businesses who wish to take advantage of these programs reach out to new and existing customers and assist businesses during these extremely hard times.

Please let me know if you have any questions at all.