



Media Release
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Portland Gift Card launching in time for Christmas

In conjunction with Why Leave Town, the Committee for Portland is rolling out Portland's very own gift card. Off the back of a very successful Love Your Local Campaign, Committee for Board Member, Jon Dennis, felt the need to keep the momentum going in the lead up to Christmas. "With the establishment of our Small Business Network, we wanted to support local businesses by introducing a product that guarantees money stay local".

Why Leave Town have rolled out gift cards in 50 different communities across 130 postcodes in Australia. When a customer purchases a Portland Gift Card, the holder can buy goods in any participating store that's part of the program. Cards cannot be used outside of the participating shops. This means that every time one of the cards is purchased, the money stays local. The gift cards can be used more than once, across multiple stores, and are the perfect gift for those 'hard to buy for' friends and family members especially in the lead up to Christmas.

Businesses are encouraged to register on the Why Leave Town Website to be part of the program. "We are trying to get as many people as possible to register so that when people buy these cards at participating stores or online, they can redeem them at a variety of locations across the CBD", Mr. Dennis said.

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