NEWS RELEASE

The City of Brockville's Response to COVID-19

IMMEDIATE RELEASE

April 30, 2020 – 10:00 am - Press Release: Brockville Shop Local Online Gift Certificate Program

With local businesses forced to close or reduce their hours amid the Covid-19 pandemic, the newly launched *FanSaves Helps* Gift Certificate Program is helping give business owners a boost across the country and in the Brockville Area.

The program is working with the Downtown Business Improvement Area, Brockville & District Chamber of Commerce, and the City of Brockville to feature gift certificates from local stores which can be used once things get back to normal.

"*The Brockville and District Chamber of Commerce are pleased to partner with the DBIA and City of Brockville to help businesses in this difficult time. We want to help our members and community and feel FanSaves Helps offers a free and easy way for businesses to sell gift certificates and promote their business in a way they might have not done before. The Chamber was also inspired by the component of giving back to the community. We are all in this together.*" – Pamela Robertson, Brockville & District Chamber of Commerce

The program is completely free for businesses to take part in and is already helping over 250 businesses in 30 communities. The Shopify site encourages social distancing and allows businesses to stay afloat and generate revenue while the world tackles the current crisis.

"*We noticed some regions were starting their own gift certificate programs so we decided to create a one-stop-shop and a hub for gift certificates from local businesses in partnership with Chambers, BIAs and organizations in*

regions across Canada. This is our way of giving back during this time."
FanSaves Co-Founder & CEO, Shannon Ferguson.

Local businesses who would like to take part fill out a simple online form to get started found at https://form.jotform.com/200865271814253 and choose "Brockville Shop Local" as the section where they would like their business to appear.

"*We know that our businesses are doing the best that they can to adapt to the pandemic and restrictions that are beyond their control, but many are having a hard time making it through, especially our small businesses. This gift certificate program is an easy way for them to get support from their customers remotely whether they are already selling online or not. It will be one stop shopping for anyone who wants to support their favourite local businesses and we are happy to partner with the DBIA and Chamber to help support our business community.*" – Rob Nolan, Director of Economic and Development Services

Once Brockville businesses are on board, the buying process is simple: Visitors select the "Brockville Shop Local" section on the FanSaves website: https://www.fansaveshelps.ca/collections/brockville and are able to select the business they want to support in their region. They will then receive a digital gift certificate which they can print out and use once things get back to normal.
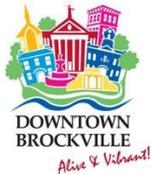
To take it one step further and help even more people, FanSaves teamed up with HourThanks to give people the option to donate their gift certificates to frontline workers at local hospitals, if they're in the giving spirit.

"*Giving back to hospital workers is one of our main missions. We wanted to be sure they could be celebrated during this time and the gift certificate program allows people to say thanks in a cool way*" - Blake Daly, founder of HourThanks.

"*During this uncertain environment we are looking for innovative ways to support our 300+ downtown business. FanSaves Helps offers a free and easy way for businesses to sell gift certificates irrespective of if they have e-commerce or if they normally sell gift certificates. With all of the funds (minus transaction fees) being given to the business, and with the option to purchase gift certificates to be directly donated to the Brockville General Hospital staff, we feel this platform is a win not just for our businesses, but the community as well.*" - Haley Veronyak, Downtown Business Improvement Area

For more information and to buy a gift certificate you can visit https://www.fansaveshelps.ca/collections/brockville. If you would like to add your business to our page you can simply fill out this online form https://form.jotform.com/200865271814253.

This program is open to all businesses in Brockville. For assistance registering with FanSaves Helps, please contact the DBIA or Chamber:

Downtown Business Improvement Area
Haley Veronyak, Executive Director
director@downtownbrockville.com

Brockville & District Chamber of Commerce
Pamela Robertson, Executive Director
pjrobertson@brockvillechamber.com
613-342-6553

The City would also like to remind and encourage everyone to follow the recommendations of our public health agency.
- Properly wash your hands with soap and water for at least 20 seconds or with an alcohol-based hand sanitizer.
- Engage in proper cough or sneeze etiquette, including but not limited to covering your mouth and nose with your bent elbow or tissue when you cough or sneeze and disposing of used tissues immediately
- Avoid touching eyes, nose and mouth
- Refrain from shaking hands with another person
- Practice social distancing of at least 2 metres
- Clean and disinfect frequently touched objects and surfaces

If you have symptoms of a respiratory illness of any kind (e.g. fever, coughing, shortness of breath, etc.) you are asked to stay home and seek medical treatment.

The City of Brockville continues to review the situation on a day to day basis while we take all necessary precautions towards the spread of COVID-19.

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Visit our Website for more information https://brockville.com/covid19
or Follow us on Twitter for notifications: https://twitter.com/BrockvilleON

Additional Resources:

FanSaves Helps Gift Certificate Program:
https://www.fansaveshelps.ca/collections/brockville

Government of Canada
Health Canada
Ontario Ministry of Health
Leeds, Grenville & Lanark District Health Unit
World Health Organization