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FOR IMMEDIATE RELEASE

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City of Colleyville to mail 10,000 gift cards to support businesses and help families in need this Christmas season

Colleyville, TX – The city of Colleyville will mail nearly 10,000 \$35 gift cards to residents to encourage shopping local this Christmas season. The \$35 Colleyville Christmas Card is redeemable at any participating Colleyville business. Local businesses collect the cards, return to the City, and receive a check for the total amount.

“The Colleyville Christmas Card program is an economic development effort to infuse our local economy with consumers and cash,” said Mayor Richard Newton. “We provide the cards to Colleyville residents, and they choose where to spend it. It’s a great connection between two of our greatest resources, our people and our businesses. Our businesses have invested in Colleyville, and now it’s our turn to invest in them.”

Further, the City Council approved a Christmas Colleyville Cares Card program, where the City will provide \$50 gift cards to local houses of worship to distribute to families in need this holiday season. These cards can be used for items such as groceries, gas, or a hot meal for a family. The City partnered with the Ministerial Alliance, a group established by Mayor Newton to provide a direct line of communication with congregations, in this endeavor because of their ability to identify needs in the community and established process for distribution. If a resident is not a member of a local church, the City has extra Colleyville Cares cards available at City Hall.

“The City is doing everything we can to support our local businesses and families in need this Christmas season,” said Mayor Newton. “We recognize that many are hurting because of the pandemic. Hopefully these gift cards provide a glimmer of hope during the season of giving.”

Funding for these programs comes from the City’s Tax Increment Financing (TIF) district, the boundary of which is primarily located along SH26, Colleyville’ main commercial corridor. Residents should look for the cards to hit mailboxes by mid-November.

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The City of Colleyville wants to help our local restaurants and retailers this holiday season. Use this \$35 Colleyville Christmas Card gift card at your favorite Colleyville business. Simply provide the gift card to the restaurant or retailer at the time of purchase and the business will provide the discount. No minimum purchase is required but the Christmas Card can only be used once. The Colleyville Christmas Card is not redeemable for cash and no change will be provided for purchases below \$35. The gift card must be used by December 31, 2020.

Thank you for shopping local and supporting Colleyville restaurants and retailers this holiday season!

Questions? Call 817.503.1111 or visit Colleyville.com/ChristmasCard

Duplication of this gift card is prohibited.



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