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**FOR IMMEDIATE RELEASE**

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**Colleyville Showing LOVE this Valentine's Day to Teachers, Healthcare Workers,  
Police Officers and Firefighters**

**Colleyville, TX** – The City of Colleyville is showing love to local heroes from the pandemic by providing a \$35 “Cupid’s Cash” gift card good at any Colleyville business.

This week, Colleyville staff, including both police and fire chiefs, hand-delivered gift cards to teachers, healthcare workers, and mutual aid police officers and firefighters to say thank you for all they have done to sustain the community throughout the pandemic.

“Providing gift cards for our residents has been a tremendous blessing for Colleyville businesses. I have heard stories of how the gift cards made a rent payment and kept staff employed,” said Mayor Richard Newton. “Expanding the program to say thank you to true local heroes was an easy decision. It is the least we can do to say thank you.”

The Cupid’s Cash gift cards are the third evolution of Colleyville’s gift card program aimed at assisting local businesses that have been hit hard by shutdowns and reduced customer traffic. Prior to Cupid’s Cash, the City provided a “To-Go” gift card to every Colleyville household in spring 2020 when businesses were forced to change operations, as well as a “Christmas Card” during the holiday season. In total, Colleyville has spent over \$1 million to assist local businesses.

The City conducted an in-person business survey late last year to determine how the City could best help them during the pandemic. Two key takeaways from the survey were businesses need additional customers, and the businesses would like the City to continue programs such as gift cards.

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