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Contact: Mark Wood, Media Relations

mwood@colleyville.com

817.503.1117

214.783.5034

Colleyville Honoring Military Members, Families with Patriotic Gift Cards, Care Packages

Colleyville, TX – The City of Colleyville is honoring its military families and service members this Independence Day by providing \$50 gift cards good at any Colleyville business as well as care packages being mailed across the world.

With Independence Day three days away, the City of Colleyville wants to show its appreciation for our military members whose mission every day is to ensure we maintain our independence. Recognizing that military service is a family commitment, the City's \$50 gift card is a small token of appreciation. Families can use the gift cards to buy groceries, gas, household items, or to dine out. The City is putting together care packages with various items and sending to currently serving military members of the community.

The City has implemented these gift card programs as economic development efforts when businesses were disrupted during construction of SH26, the COVID pandemic, and now as businesses recover. The City recently began honoring a specific group each time. This winter, the City honored first responders, teachers, and healthcare workers.

In addition to the military gift cards, the City provided a \$35 gift card good at any Colleyville business to each Colleyville household. These cards were mailed and received last week. The cards must be used by July 31.

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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