



NEWS RELEASE

ST. JOSEPH
Chamber of Commerce

3003 Frederick Ave. | St. Joseph, MO 64506
(816) 232-4461 | saintjoseph.com

Oct. 24, 2018

CONTACT: Kristi Bailey, Director of Communications & Marketing
St. Joseph Chamber of Commerce
816-364-4108 or bailey@saintjoseph.com

FOR IMMEDIATE RELEASE

TIME IS NOW TO SIGN UP TO BE A SHOP ST. JOSEPH MERCHANT

(St. Joseph, MO) -- The holidays are fast approaching. Once again, it is time to take full advantage of the upcoming shopping season by taking part in the St. Joseph Chamber of Commerce's Shop St. Joseph Holiday Program. Business owners and managers are encouraged to see new customers in their stores daily throughout the program, which is heavily marketed in print, television and radio advertising. The program also is marketed through the Chamber's website and social media outlets.

The program works by participating retailers giving one Shop St. Joseph ticket free to shoppers and then another ticket for every \$10 spent. The program kicks off Wednesday, Nov. 7 and ends Dec. 17. A \$10,000 grand prize drawing will be on Dec. 19. The earlier businesses sign up, the more marketing materials they're able to be in.

The cost to participate in the program is minimal when compared to the return investment, members say. Participation costs have been lowered in recent years to allow more small businesses to participate. Shop St. Joseph is open to all businesses, not just Chamber members. However, Chamber members receive a discount. The pricing is as follows: Chamber members that own his or her own business and have no or one additional employee, \$100; two to five employees, \$200; six or more employees, \$250. Businesses that aren't Chamber members that have five or fewer employees will pay \$300. If a non-Chamber member has six or more employees, the price is \$375. Applications to register for all business types can be found at saintjoseph.com

All participants will receive a poster for their front door or window (to identify them as a participating business), brochures explaining the rules, and one roll of 2,000 numbered tickets. Additional rolls of tickets will be available for purchase at \$20 each, which generates revenue for the advertising budget.

The program is presented by News-Press NOW. For more information or to register call (816) 364-4107 or e-mail redmond@saintjoseph.com.

About the Chamber: Since its inception in 1862 as the Board of Trade of St. Joseph, the St. Joseph Chamber of Commerce has been the catalyst for economic growth and development in Northwest Missouri. The Chamber strives to be the unified voice of business that advocates, promotes and inspires the St. Joseph area. The Chamber's mission, supported by more than 1,300 members, is to create an environment that allows business to thrive and the community to prosper.

###