



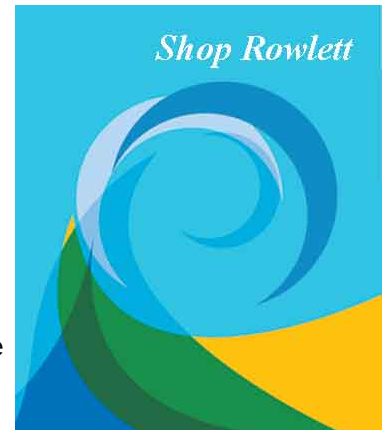
News Release

**For Immediate Release:
January 27, 2010**

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Local stimulus program a huge success!
Sales receipts submitted total \$261,000 to date

ROWLETT, TX - As hoped, the Enhanced Economic Stimulus program has proven to be a huge success in less than one month as shoppers have turned in more than a quarter of a million dollars in receipts from Rowlett businesses.



The enhanced stimulus program began on January 1, 2010 with 840 \$25 gift cards to be rewarded to shoppers who submitted \$250 or more in receipts from local businesses. Once the receipts were validated at the Rowlett Public Library, the shoppers were presented with a \$25 gift card to be redeemed at participating local businesses. Their names were also entered into a monthly drawing for \$250 in gift cards. Although all of the gift cards have now been distributed, shoppers will continue to be entered into the drawing as they turn in increments of \$250 in local receipts.

Vanessa Vidal, a Rowlett resident, became the first recipient of the \$250 gift card after Mayor John Harper drew her name during the monthly news show on RTN16, "**Rowlett. On the Lake, On the Move**" on January 26. There were 1,129 entries at the time of the drawing and names of shoppers will continue to be added to the drawing through June 2010.

Below is a brief recap of the program's history and outcome:

- Council funded \$24,000 for enhanced "Shop Rowlett" economic stimulus program, which began on January 1, 2010.
- In just 20 days, 840 gift cards worth \$25 were presented to shoppers who submitted receipts from local businesses in increments of \$250.

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- To date, sales receipts validated at the Library total \$261,398.72 and more are being submitted every day.
- The program will continue through June 2010. Although there are no more gift cards to give away, each shopper's name will be entered into the drawing for each time they submit \$250 in sales receipts from local businesses. Shoppers may be entered multiple times depending on how many receipts of \$250 he/she submits.
- All names remain in the drawing throughout the six month period. Names are not purged.
- One entry will be drawn each month during the RTN16 show, "**Rowlett...On the Lake, On the Move**" hosted by Mayor John Harper.
- A list of the participating businesses is posted on the city's web site at Rowlett.com.
- Participating businesses will be reimbursed for each \$25 gift card that they submit to the City.

To be entered into the monthly drawing, please bring receipts from Rowlett businesses to:

Rowlett Public Library, 3900 Main Street

Hours of Operation:

Sunday - Closed

Monday - Thursday - 9:30 a.m. to 8:30 p.m.

Friday - Saturday - 9:30 a.m. - 5:30 p.m.

More information about this program can be found on our web site at www.rowlett.com.

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