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## NEWS RELEASE

### Hownd™ Launches Legacy Partnership with Local First Arizona to Bring Effortless Foot Traffic™ to Its Members

*The Company is also a Title Sponsor of Local First's Upcoming Fall Festival.*

TEMPE, Ariz. - October 18, 2019 - [Hownd](#) (formerly FetchRev) has announced a new partnership with Local First Arizona to bring its patent-pending effortless promotions platform to the organization's members.

The platform generates the new and repeat customers local merchants need to grow their business and consistently generate more profitable revenue. Hownd delivers a local merchant's promotions through an elegant combination of web, social media, email, and the new [MyHownd™](#) consumer mobile app.



"Hownd has always been part of the community and focused on helping local business owners succeed," says founder and CEO Brandon Willey. "Now, through our Legacy Partnership with Local First Arizona and as a Title Sponsor of its Fall Festival, we're able to bring our Effortless Foot -Traffic solution to even more local merchants and drive more customers through their doors."

Hownd is providing the organization's members with advantageous pricing and is also making members' promotions available to consumers at the [Local First Arizona Fall Festival](#) held on Nov. 2 at Hance Park in downtown Phoenix. The festival ([#AZFallFest](#)) is free to attend for all ages.

Consumers who have downloaded the MyHownd mobile app from the [App Store](#) or on [Google Play](#) can redeem a Local First member's special offer at the event. Consumers can also use the MyHownd app for special pricing on "Tasting Tickets" at the event.



"We're pleased to offer such a powerful promotional tool for merchants as a value-add from their affiliation with us, and we see this as a way to ensure business sustainability for our members," says Thomas Barr, Executive Director of Local First Arizona. "Hownd's mission to help local merchants succeed is directly aligned with our goal to build an inclusive and prosperous Arizona economy by connecting people, locally owned businesses, and communities."

### **About Hownd**

Hownd (formerly FetchRev) is a proven fully-automated and effortless foot traffic platform that generates profitable guest visits for local businesses by delivering targeted promotions to existing and new nearby consumers. Focused on the success of local business owners, the company has served thousands of local merchants and more than 38 million consumers throughout North America and beyond. Unlike outdated group-buying deal sites and offer portals that can bleed merchants dry, Hownd provides quantifiable, attributable and sustainable long-term value to local businesses; reduces their effort and costs; and increases their real revenue and profit. Learn more at [hownd.com](http://hownd.com) or visit [signup.hownd.com](http://signup.hownd.com) to get started in just five minutes. Call 877-394-2410 for more information.

### **About Local First Arizona:**

Founded in 2003 by Kimber Lanning, Local First Arizona is a community and economic development organization working to passionately build a diverse, inclusive and prosperous Arizona economy by innovatively connecting people, locally owned businesses, and communities. It educates consumers about the interconnectedness of the economy, trains small businesses to be more effective and more competitive, helps larger Arizona businesses and institutions tell their story as champions of Arizona, and creates programs and events that make it fun and easy to discover local businesses and buy local. Visit [www.localfirstaz.com](http://www.localfirstaz.com) for more information and a directory of more than 3,000 locally owned businesses.