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NEWS RELEASE

Hownd® Is the Title Sponsor at Phoestivus

Local Company Makes Event Vendors' Promotions Available to Attendees

TEMPE, Ariz. – Dec. 10, 2019 – [Hownd](#), a Foot Traffic Generation platform for local merchants, is the Title Sponsor at this year's free and family-friendly [Phoestivus](#) events held from 5-10pm on Thursday, Dec. 12th and Thursday, Dec. 19th. The festival is hosted by and held at the Phoenix Public Market located at 721 N. Central Ave. in downtown Phoenix.

Last year, more than 10,000 participants and shoppers gathered in downtown Phoenix for these two festive and fun nights of local shopping.

As the Title Sponsor, Hownd is making Phoestivus vendors' promotions available to consumers on both evenings. Consumers who have downloaded the free [MyHownd™](#) mobile app from the App Store or Google Play can redeem an exhibitor's special offers at the event.

Featuring hand-crafted gifts from more than 200 small businesses, the Phoestivus Public Market showcases a variety of jewelry, home goods, clothing, and decorations by Arizona artists, as well as many farmer's market vendors of locally grown and prepared foods.

"We put on this event to support locally owned businesses and support healthy food through the Phoenix Public Market," according to Phoestivus Bürgermeister, Ken Clark. "Our partnership with Hownd as the Title Sponsor gives businesses exhibiting at the events on both nights an amazing opportunity to bring more customers to their booths at Phoestivus and gives attendees an easy way to take advantage of our exhibitors' special offers."

"We're thrilled to support Phoestivus and its locally-based exhibitors this year while also creating great incentives for attendees to visit their booths," says Brandon Willey, Hownd's CEO. "Our Title Sponsorship is directly aligned with our mission to help make local merchants more successful by bringing more customers to them."

Hownd is a proven fully automated Foot Traffic Platform that generates profitable guest visits for local businesses by delivering their targeted promotions to existing and new nearby consumers through an elegant distribution across web, email, social and the MyHownd app.

Phoestivus exhibitors can easily create their Hownd account and launch their Phoestivus offer on the MyHownd app in less than five minutes by visiting hownd.com/phoestivus.

About Phoestivus

Phoestivus is a fundraiser for the Downtown Phoenix Public Market, a program of Community Food Connections, a 501©3 non-profit organization. CFC creates a downtown community gathering place by supporting small farmers and businesses that strengthen our local economy. CFC believes small business is

essential for the sustainability of our community. Phoestivus began in 2009 and is the brainchild of Ken Clark from Get Your PHX and Community Food Connections.

About Hownd

Hownd is a proven fully automated 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 40 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 or visit signup.hownd.com to get started in just five minutes, or call 877-394-2410.