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NEWS RELEASE

Hownd Generates Nearly \$700,000 in Immediate Revenue to Local Merchants Since COVID-19 Closures

Forming Partnerships with City Governments to Assist Their Local Merchants

TEMPE, Ariz. – April 13, 2020 – [Hownd](#)[®], a foot traffic generation platform that helps local brick & mortar merchants generate revenue by attracting new and returning customers through multi-channel digital distribution of promotional offers, announced that it has already generated nearly \$700,000 in immediate revenue from Support Voucher sales for more than 650 businesses in the past four weeks since COVID-19 has forced mass shut-downs.

As part of the company's sweeping initiative to support local businesses, Hownd has also launched a private-public partnership with the City of Tempe in Arizona, and is in the process of forming partnerships with other local governments to support their merchants through sales of ["Buy Now, Visit Later Support Vouchers."](#)

In a fast and direct response to the massive economic impact on local businesses caused by the pandemic, Hownd launched its Support Vouchers initiative that enables merchants to sell vouchers (essentially non-expiring gift cards) to consumers who can afford to purchase them and who want to show their support for local businesses. When consumers purchase these vouchers, the revenue is immediately deposited in the merchant's bank account, giving them a critical lifeline to the cash they need now to help sustain their business.

To make its Support Vouchers program more widely available to thousands of merchants, and to increase consumer awareness of this opportunity to support their local businesses, Hownd and the City of Tempe, have formed a unique private-public partnership.

Through the ["Buy Now. Save Local."](#) partnership between Hownd and Tempe, a merchant's usual "Pay-Per-Visit" fees paid to Hownd whenever the company brings them new paying customers, are waived now as the city is generously covering the fees for the anticipated \$250,000 in revenue that will be generated for Tempe small businesses over the next few weeks as more merchants participate in the program and more consumers purchase Support Vouchers.



Hownd has also eliminated the monthly subscription fees to its platform so merchants can promote their Support Vouchers risk-free and not be out of pocket any cash while their offers are active.



“Many of the brick & mortar merchants we work with have, very unfortunately, been temporarily closed due to the pandemic, so we’re providing them an immediate, easy-to-activate solution to help them brave the storm,” says Brandon Willey, Hownd’s CEO. “Our Support Vouchers program along with our fast-action program with Tempe – the first city in the country to launch this partnership – are innovative ways to provide these businesses some relief so they have access to precious revenue right now, and so they can be prepared to re-open their doors when the crisis subsides and it’s safe to do so.”



“Tempe's local businesses need us now. They are there for us for our special occasions, when we need tacos on Tuesday, and for our morning drink of coffee,” said Tempe Mayor Mark Mitchell. “Now they need us to come together to help them stay afloat through the COVID-19 crisis. We need to Buy Now so we can Save Local.”

Hownd and Tempe along with the city’s partners that include the Tempe Industrial Development Authority, Tempe Tourism Office, Tempe Chamber of Commerce, and Downtown Tempe Authority, are collaborating on a variety of local consumer awareness activities to bring attention to this program and how residents and other nearby shoppers can show their support, including a consumer website, a series of Save Local Saturday programs, and encouraging consumers to purchase Support Vouchers through the [MyHownd](#) mobile app available from the App Store and Google Play.

The city has also launched a [website](#) for its merchants to learn more about this and other programs available to help them.

“Now that our partnership with the City of Tempe is established and we have a model for success in place, we want to expand our local merchant Support Vouchers opportunity to other local governments and retail districts, as well,” says Willey. “We’re fully prepared to collaborate with other cities, chambers of commerce, and other entities that want to take a similar fast action approach to show their support for local merchants.”

Local governments and other retail district leaders are encouraged to contact Hownd at supportvoucher@hownd.com or 877-777-2715 to learn more.

If you’re a merchant who wants to learn more about how Hownd can help you withstand current economic conditions, or if you know a merchant that could benefit from this program, visit www.hownd.com/BraveTheStorm.

Consumers who want to learn more about how they can support their local businesses by purchasing Support Vouchers can visit www.myhownd.com/BuyNowVisitLater. Consumers can also download the MyHownd mobile app from the [App Store](#) or [Google Play](#).

About Hownd

Hownd is a proven, fully automated, 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 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 www.hownd.com or visit <https://hownd.app/sign-up/> to get started in just five minutes. Call 877-394-2410 for more information.