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## NEWS RELEASE

### Hownd Surpasses \$1.5 Million in Support Voucher Revenue for Local Merchants

#### Company Also Publishes Its Raise the Sails Reopening Marketing Guide and Joins GoDaddy #OpenWeStand Movement

TEMPE, Ariz. – May 19, 2020 – [Hownd®](#), a foot traffic generation platform that recently temporarily pivoted its business model toward Support Voucher sales to help generate immediate cash for local brick & mortar merchants during the pandemic, today announced that Hownd merchants have received more than \$1.5 million in proceeds from the purchase of vouchers by consumers.



“While this is definitely the most challenging time for local brick and mortar businesses, the fact that nearby consumers have stepped up in such a big way by purchasing support vouchers is encouraging and humbling,” explains Hownd CEO Brandon Willey.

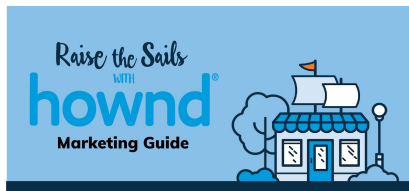
Shortly after COVID-19 began forcing closures, Hownd quickly adjusted its usual distribution of local merchants’ promotional offers and created its Buy Now, Visit Later Support Voucher program. These are essentially non-expiring gift cards consumers easily purchase from their favorite local merchants through several digital channels, including the [MyHownd mobile app](#).



The merchant immediately receives the proceeds, which is the cash lifeline many of them have needed and will continue to rely on to sustain their business until they can reopen -- and after reopening as well -- and consumers come back through their doors to redeem their vouchers.

“The program is producing exceptional results for family entertainment centers, salons and spas, and restaurants,” explains Willey, “all of which have taken a hard hit from the pandemic and comprise the core of the businesses that Hownd serves.”

“Although there seems to be more bad news than good lately, there are also plenty of heroes in the ongoing pandemic saga, and Hownd merchants and consumers are among them,” says Willey. “We’re honored to be in the unique position to connect them and enable not just transactions, but strong and enduring relationships.”



As part of Hownd’s ongoing initiative to help local businesses navigate their way through the pandemic and experience successful reopenings, the company has also just published its [Raise the Sails Reopening Marketing Guide](#). The guide features many of Hownd’s own proven best practices as well as those contributed by its partners, including 4Media Marketing, Ironwood Venture, and Trustworkz.

Business owners and operators will find a number of practical and immediately actionable recommendations in the guide that were specifically written to address a post-pandemic ‘new normal’ and changed consumer buying patterns. Recommendations include sales and marketing strategies and tactics, advertising, messaging, how to build revenue and establish new revenue streams, how to pivot promotional offerings, keeping employees engaged, and a variety of other useful, proven ideas.

“Our Raise the Sails Guide is intended to provide local merchants with a set of actionable and practical recommendations they can and should begin implementing immediately to prepare for their successful reopening and carry them through the other side of the pandemic,” explains Willey. “We encourage the merchants we’re working with currently as well as other local businesses to visit [hownd.com/RaisetheSails](https://hownd.com/RaisetheSails) to see the results others are experiencing and access the guide to learn about some actions they can take themselves how.”

The Arizona-based company founded in 2016, also announced that it’s now part of the [#OpenWeStand](#) movement created by GoDaddy to show solidarity for the small businesses struggling in the face of COVID-19 and minimize its economic impact on them through tools and services available from a community of partners in a position to help.



“We’re grateful for the opportunity to partner with GoDaddy and other like-minded organizations in the #OpenWeStand initiative, and it’s our hope that through this we can do our part to keep small business flourishing,” explains Willey.

Consumers who want to learn more about how they can support their local businesses by purchasing “Buy Now, Visit Later Support Vouchers” can visit [myhownd.com/BuyNowVisitLater](https://myhownd.com/BuyNowVisitLater). Merchants interested in learning more about how Hownd can help during the pandemic and beyond can visit [hownd.com/RaisetheSails](https://hownd.com/RaisetheSails).

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#### **About Hownd**

Hownd 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 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](https://www.hownd.com) or visit [hownd.app/sign-up/](https://hownd.app/sign-up/) to get started in just five minutes. Call 877-394-2410 for more information.

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