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## NEWS RELEASE

### Hownd Creates Partnership with Town of Queen Creek in Arizona to Generate Immediate Cash for Local Merchants and Accelerate Successful Reopenings

**TEMPE, Ariz. – July 20, 2020** – Arizona-based [Hownd](#)<sup>®</sup>, a foot traffic generation platform for local brick and mortar businesses that has generated over \$2 million in immediate Support Voucher revenue for merchants during the pandemic, has created a partnership with the [Town of Queen Creek, Arizona](#) and its Chamber of Commerce.

The relationship is the latest in a series of economic development partnerships formed by Hownd and other municipalities to help local businesses survive the pandemic and accelerate their successful reopenings. Other Hownd partnerships in Arizona include the City of Tempe, City of Tucson, and Pima County.

Hownd's partnership with the Town of Queen Creek is part of the municipality's "[Shop Queen Creek](#)" initiative designed to stimulate the success of local businesses and demonstrate the Town's commitment to its merchants.

Through the partnership, Queen Creek has established a \$7,500 fund to cover Hownd's Results-Delivered Pricing – a fee normally paid by a merchant to the company whenever they bring them paying customers. The fund will cover this fee on behalf of participating merchants for the sale of Support Vouchers to consumers. The vouchers are essentially non-expiring gift cards and the merchant receives the revenue immediately. The fund also covers Hownd's Results-Delivered Pricing for a consumer's redemption of a merchant's coupons and other promotional offers.



"The Town of Queen Creek's economic development officials recognized the need to develop innovative approaches to stimulate the local economy and we're happy to be part of their overall solution," says Hownd CEO Brandon Willey. "Queen Creek along with so many other municipalities are under pressure to help local businesses, and these unprecedented demands require new partnerships targeted to solve the specific problem we created Hownd to address – customers and revenue for brick and mortar businesses. We're in a unique position to help now more than ever."



"The decision to work with Hownd was based largely on their success with the City of Tempe and similar civic relationships they already have in place like Tucson and Pima County," explains Doreen Cott, Queen Creek's Economic Development Director. "Our partnership is modeled similar to theirs and the fund we established will help to substantially offset the fee that our merchants would otherwise pay directly to Hownd. We want to help Queen Creek-based brick and mortar merchants, and this relationship is one element of our efforts to support Queen Creek businesses."



Queen Creek businesses can learn more about the program, request information, and sign up by visiting [hownd.com/QueenCreek](http://hownd.com/QueenCreek). They can also learn more on the Town's website at <https://investtheqc.com/together/>.

Nearby consumers who want to support local businesses are encouraged to download the [MyHownd app](#) from their favorite app store.

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

