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## NEWS RELEASE

### Hownd Launches Holiday Shopping Campaign Throughout Arizona to Deliver Consumers Compelling Promotional Offers from Local Businesses

**TEMPE, Ariz. – Nov. 11, 2020** – Arizona-based [Hownd®](#), a customer foot traffic and revenue-generation platform for entertainment, attractions, restaurants, healthy & beauty, lodging, and other brick and mortar specialty retail businesses, has launched its [“Hownd for the Holidays”](#) campaign in partnership with a number of municipalities in the East Valley, southern Arizona, and other communities throughout the state.

The campaign is designed to drive more customers and revenue to local businesses while making it easy for residents of each community and other nearby consumers to discover enticing promotional offers and staycation opportunities this holiday season available from local merchants.



For merchants based in the municipalities that have formed partnerships with Hownd – including Tempe, Mesa, Gilbert, Queen Creek, Salt River Indian Community/Talking Stick Entertainment District, Tucson, Pima County, Apache Junction, Kingman, and Casa Grande – their local governments are covering all of Hownd’s Results-Delivered Pricing (some in partnership with the Arizona Office of Tourism) and also promoting the campaign to consumers. Many are also funding the cost of a variety of weekly gift card drawings available to participating consumers during the Hownd for the Holidays program.



“This holiday shopping season is going to be especially tough for local retail businesses throughout Arizona,” explains Hownd’s CEO Brandon Willey. “For many of them, November and December may be the deciding factor for whether they survive the new economic reality caused by the pandemic. We created the Hownd for the Holidays campaign to not only create consumer awareness of the importance of supporting local brick and mortar merchants this holiday season, but also to provide them an easy way to do so while also benefiting from the great offers participating businesses are making available to them.”

Consumers can discover promotional offers from participating merchants throughout participating East Valley communities, the Talking Stick Entertainment District, Tucson, Pima County, and other Arizona communities at [HowndfortheHolidays.com](http://HowndfortheHolidays.com) where they can easily discover offers in their favorite shopping and dining areas, as well as find specific types of offers like Food & Drinks, Health & Beauty, and Things to Do, and even search for specific businesses.



To entice consumers to get involved, Hownd is collaborating with participating municipalities to conduct weekly drawings throughout November and December as well as a Grand Prize drawing where qualifying consumers whose names are drawn can get a free gift card from merchants with a promotional offer on the MyHownd app. Consumers can qualify by either downloading the free [MyHownd](#)<sup>®</sup> mobile app, using the social hashtag “#howndfortheholidays” on social media posts, as well as by claiming and/or redeeming offers from participating merchants.

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#### About Hownd

[Hownd](#)<sup>®</sup> is a proven, automated, effortless, and pay-only-for-results foot traffic and revenue-generation platform. It creates profitable customer visits for local brick & mortar retail businesses by delivering their promotional offers to existing and new nearby consumers through the merchant’s website, social media, email, and the free [MyHownd](#)<sup>®</sup> mobile app. Hownd also helps businesses capture marketable customer data through its WiFi service. Intensely focused on the success of local business owners and giving consumers compelling offers from these businesses, Hownd 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 business owners and operators, reduces their effort and costs, and increases their revenue and profit. Claiming an account and creating a promotional offer takes about 10 minutes and Hownd can have a merchant’s offers available to nearby consumers in less than 48 hours. Learn more at [hownd.com](http://hownd.com) or call 877-394-2410.

