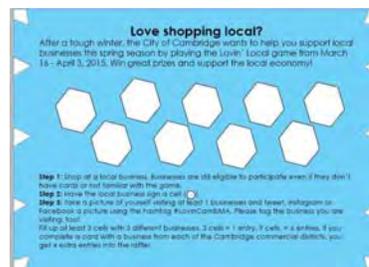


Lovin' Local Campaign



This winter has been rough on both Cambridge residents and businesses. In an effort to encourage shopping at Cambridge businesses, the City of Cambridge is launching the Lovin' Local raffle card game from March 16 - April 3, 2015. Prizes include gift cards from local businesses, a Hubway membership, and the grand prize of lunch with Mayor David Maher.

Here is how it works:

Residents and area workers can pick up a game card at one of the following locations:

- Mayor's Office, Cambridge City Hall, 795 Massachusetts Ave.
- Cambridge Public Library's Main Branch (449 Broadway)
- Cambridge Community Development Department, City Hall Annex, 344 Broadway.

OR Customers will be able to download the raffle card starting Monday, March 16, 2015 at: www.cambridgema.gov/lovinlocal

Rules of the game:

Step 1: Shop at a local business.

Step 2: Have the local business sign a cell on the card

Step 3: Take a picture of yourself visiting at least 1 business and tweet, Instagram or Facebook a picture using the hashtag #LovinCambMA.

Please tag the business you are visiting, too!

3 completed cells from 3 different businesses gets a contestant 1 raffle ticket, 9 cells = 6 raffle entries. If the contestant hands in a card with a business from each of the different Cambridge commercial districts, they will receive 4 extra entries into the raffle.

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How can YOU help?

1. **Make sure your staff is aware of the raffle card. It is a 5X7 postcard, blue on one side, white on the other. We ask that each business initial a cell with the business name and the date of purchase.**
2. Use the #LovinCambMA hashtag on your own social media to encourage your followers to participate in the contest. You should direct them to: www.cambridgema.gov/lovinlocal for all the information they need to participate. We will retweet you!
3. If you want to give a discount to people who show up with a Lovin' Local raffle card, that is OK, but it is not required to participate.

Questions? Please contact Pardis Saffari at 617-349-4654 or via email at: psaffari@cambridgema.gov. Full rules and entry information for the contest can be found at: www.cambridgema.gov/lovinlocal