



NEWS RELEASE**September 1, 2011**

FOR RELEASE: Immediately

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Downtown Lincoln Association Launches Downtown Gift Card Program

September 1, 2011 – Lincoln, Neb. – The Downtown Lincoln Association [DLA] is excited to announce the beginning of a new gift card program exclusively for the downtown area that launched on September 1st. The much anticipated Downtown Lincoln Gift Card program will provide great opportunities and benefits for both downtown businesses and shoppers alike and will help strengthen an already vibrant downtown community.

The program will be administered by StoreFinancial, an Overland Park-based payment processor who manages gift card programs for shopping centers around the world.

The implementation of this program will greatly benefit downtown merchants as it ensures that 100% of all gift card sales will be spent in downtown Lincoln, increasing revenues for all downtown retailers and providing an economic boost to the area.

The avant-garde program will also eliminate the need for downtown businesses to give cash back from a gift certificate as all funds are stored on the card and are deducted with each purchase. Recipients of the gift cards will be able to review their purchases and track their balances via [GetMyBalance.com](#).

This is an exciting time for downtown Lincoln merchants as the pre-paid, private label cards will provide a great opportunity to drive business downtown and serve as valuable incentives for those who live in Lincoln and those visiting the city to explore the downtown area and experience all it has to offer.

Downtown Gift Cards can be purchased at DLA's office at 206 S. 13th Street, Suite 101 in the Sharp building in any denomination between \$10-\$500. DLA currently will accept cash or corporate check and by mid to late September will accept Visa, MasterCard and Discover cards. At that time DLA will also offer online purchases at [downtowngift.org](#).

Over 150 downtown establishments including restaurants, shops, theatres, bars, hair salons and parking garages will accept the new gift card. A complete listing of participating merchants can be found at [downtowngift.org](#).

Founded in 1967, the Downtown Lincoln Association provides services and champions initiatives for maintaining and enhancing our vibrant downtown. Our vision is to create an energetic downtown environment where we live, learn, work, invest and play. DLA has evolved into a multi-faceted organization supporting a wide range of programs and activities

including maintenance, economic development and advocacy. For a complete listing of downtown businesses, events and residences visit downtownlincoln.org. 'Like' us on Facebook at facebook.com/downtownlincoln.

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