



# TENANT ALERT

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## New Market-Wide Gift Card Launching in May

### *Free Webinar: Learn how to be a part of the Market Gift Card Launch*

April 6, 2022

Hello Market Businesses,

Pike Place Market PDA is excited to partner with Yiftee to launch a Pike Place Market Community eGift Card. This community digital gift card platform allows us to keep the dollars here in the Market. Consumers will be able to purchase the card as gifts or for self-use, companies can use it for employee rewards, and conventions can include the card for lunch or dinner plans and so many other uses. Best of all the dollars stay local and benefit the shops, farmers, crafters and restaurants in our Market community.

There is **no cost** to participate, easy to register and active in your system, the redemption process is integrated into your existing credit card system (like running a MasterCard transaction), and the card is only redeemable at participating Market businesses.

Interested in learning more? Sign up below for the free webinar.

#### **Free Webinar: Learn How to Be a Part of the Market Gift Card Launch**

**Date:** Wednesday, April 13<sup>th</sup> at 9 a.m.

**Description:** A Yiftee representative will host a free, 30-minute online workshop where you'll have the opportunity to learn more about the program including:

- How the e-gift card works: redeemed as a regular MasterCard, no digital app required, no external hardware or point-of-sale terminals required
- Walkthrough how to opt-in to the program at no cost
- And more

### **[Register for April 13<sup>th</sup> Webinar at 9am](#)**

**Can't make the webinar, but are still interested in learning about this program?** [Fill out this form.](#)

**Deadline to register for the initial launch is Friday, April 29**

Businesses who decide to register for this gift card can leverage this partnership on your Market Directory listing on PikePlaceMarket.org, driving potential customer interest through the gift of a general Pike Place Market card to corporate partners, employees, visitors, schools, or friends and family who are new to town.

**Questions?** Email [Marketing@PikePlaceMarket.org](mailto:Marketing@PikePlaceMarket.org)