



FOR IMMEDIATE RELEASE
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The 2008 *Downtown Moncton Centre-ville Inc.* Advantage Card has arrived!

MONCTON – *Downtown Moncton Centre-ville Inc.*'s 2008 Advantage Card is now available! The free card is for downtown employees and provides them a variety of discounts in numerous downtown establishments. 15 thousand copies of the new card will be made available to Downtown Moncton employees.

“The *Downtown Moncton Centre-ville Inc.* Advantage Card is an exceptional promotional tool that encourages downtown employees to experience all that Downtown Moncton has to offer. It allows downtown employees to obtain discounts at participating establishments and is a great way to promote downtown businesses while enticing the working population to visit our establishments”, explains DMCI Executive Director, Daniel Allain

Again this year, Downtown Moncton Centre-ville Inc. has put a printable version of all the promotions attached to the card on its Web site at www.downtownmoncton.com. In total, 36 establishments divided in four categories; Restaurants, Specialty Stores, Services and Entertainment make up the list of participating merchants for 2008.

Promotions offered by participating merchants range from 5% discounts to rebates of up to \$50 on selected services and a few freebies for downtown employees.

DMCI also encourages participating merchants to educate their staff to ensure that they are fully aware of their establishment's respective promotion. The 2008 Advantage Card promotions will be honoured until December 31, 2008. The card is available at 910 Main Street, Suite 103 from 8:30 a.m. to 4:30 p.m. Monday to Friday.