



## Press Release: Vail Local Card

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**Slant Media Group** of Park City, UT announced today the results of their September **Soft Launch** in the Vail CO market for their fast growing Local Loyalty / Local Rewards / Local Shopping Discount and Multi-Business Gift Card Marketing Program – **The Vail Local Card**. The **Vail Local Card** is a plastic credit card sized local business discount card. It is (not) a credit card and it does (not) require a customer to qualify or fill out a long application. The card is available free to all Vail Locals and seasonal residents; it is obtained direct from Vail Local Card or free through participating businesses. By simply submitting some basic contact information online at: [www.vaillocalcard.com](http://www.vaillocalcard.com), consumers are entitled to receive great discounts and other forms of Loyalty Rewards, Cash Back, Shopper Loyalty Rewards, etc. from participating local Vail businesses.

**National Sales Director** for the Local Card Program, **Kirk Jennings** announced better than expected results from the Soft Launch, “*After over a year of explosive growth for our Local Card Program in Park City ([www.parkcitylocalcard.com](http://www.parkcitylocalcard.com)), we were confident going into the Vail CO market that we could expect a favorable response from businesses and locals when we launched the Vail Local Card, we had no idea that Vail would be so receptive so early on*”, said Jennings.

The Soft Launch into Vail was September 11<sup>th</sup> – 13<sup>th</sup>. Vail Local Card representatives hit the streets with 5,000 FREE Vail Local Cards and attended various popular local outdoor events over the entire weekend, mingling with locals in Eagle at Potatopalooza, in Vail at Oktoberfest, and Vail Village at the Farmers Market. Local Card Representatives also staged a weekend long foot campaign in Gypsum, Eagle, Edwards, Minturn, Avon and Vail, introducing themselves and their new Local Card Program, allowing businesses the opportunity to enroll for a 90 Day Trial Period Free, and giving them a chance to “kick the tires” so to speak.



**Slant Media Group President, CEO Glenn Cogan** said *“I consider any Soft Launch a precursor to the beginning of a great success story in any city when we’ve met face-to-face with over 5,000 locals and heard firsthand from each person we’ve handed a Local Card to how thrilled they are to **finally have a more organized Local Card Program and a more Professional Local Card Website for their city**”.*

Cogan added, *“Launching a new city presents a Catch-22. Businesses want to know about the number of Card Holders we have or that we expect to have in the program; they want to be assured will have a substantial percent of the Local Population carrying the card, just as Locals want to be assured we will have a substantial number of business on board with the program where their card will work”.* How to encourage businesses to participate in a newly launched program while at the same time working equally hard to get Local Cards into the hands of Locals to build up the Card Holder database is the challenge.

To help skirt the challenge, 60-90 days prior to launching Local Cards into any new city Slant Media Group puts their “City Launch Team” on the task of researching the city and finding all the local businesses / business contacts they can uncover. *“Using phonebook ads, Internet searches, local publications and local newspapers, and joining the Chamber of Commerce helps us locate and identify a more direct contact or connection with the Local Businesses we hope to have in our program”*, said Jennings.

During the Pre-Launch the Launch Team calls on businesses, offering them the opportunity to enroll for a Free Trial, letting businesses know in advance that “The Local Card is coming” on a specific date, and that their enrollment and exposure will be through the roof as one of the first businesses on board. Slant Media Group also offers substantial discounts and grandfathered pricing for businesses that enroll early. *“The first 100 businesses that enroll with us are the first 100 businesses who believe in our program, as such, we roll the Red Carpet out for them, and treat them to program upgrades and pricing discounts and service that we simply cannot give to every new business enrolled, it’s WIN-WIN*, said Cogan.

3,000 Vail Local Cards are now in circulation after the Soft Launch, 100 businesses are now enrolled, over 1,000 Cards have been registered, and 20-30 cards are registered every day since the Soft Launch!

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