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FOR IMMEDIATE RELEASE

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Buy Downtown Sebring Helps Consumers Save Money & Keeps More Money in Local Economy

SEBRING, Fla. (Dec. 1, 2010) - The Sebring Community Redevelopment Agency (CRA) has launched a new consumer incentive program designed to spur economic activity in Downtown Sebring and help consumers save money this holiday shopping season. This program, called **Buy Downtown Sebring**, officially launched on Dec. 1, 2010.

By simply connecting the Downtown Sebring businesses with the buying power of the local community, this multi-year program will keep more dollars and jobs in our community. According to an economic analysis, for every \$100 spent at a locally-owned business, \$45 goes back into the community and local tax base, and for every \$100 spent at a non-local chain store, only \$13 comes back to the local area.

Participating Downtown Sebring merchants, which are listed at www.BuyDowntownSebring.com, are offering exclusive discounts and instant savings to all consumers who have a **Buy Downtown Sebring** card. The wallet-sized cards are **free** and can be picked up at participating merchants, the CRA office (368 S. Commerce Avenue), the Greater Sebring Chamber of Commerce offices (227 US Highway 27 North or 309 E. Circle Park), the Highlands County CVB (501 S. Commerce Avenue) or print one online at www.BuyDowntownSebring.com.

Shoppers will present their Buy Downtown Sebring card to the merchant when making their purchase to benefit from the offer. Merchants participating in the program will be indicated by window stickers. With nearly 25 participating merchants, shoppers can save money on everything from museum admission, pet items, education and art supplies, flowers, invitations, china, giftware, clothing, art, pottery, furniture, dining, shoes, books and gardening items.

“The **Buy Downtown Sebring** program is beneficial for consumers and our local economy,” said CRA Executive Director Pete Pollard. “We hope Sebring residents and visitors alike take advantage of these savings and support our small business owners in Downtown Sebring who are the backbone of our economy.”

For more information about this program, visit www.BuyDowntownSebring.com. For more information about the CRA and Downtown Sebring, visit www.DowntownSebring.org.

The mission of the CRA is to bring about the economic revitalization of an established target area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. To acquire the funding necessary to make the infrastructure improvements necessary to attract investment dollars and improve the assessed taxable value of district properties and to assist the Chamber of Commerce and Downtown Merchants in their efforts to market the downtown businesses.