



**FOR IMMEDIATE RELEASE: February 1, 2024**

**Cool Spring Downtown District**

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**FOR IMMEDIATE RELEASE: Boosting Local Commerce: Downtown Dollars Program Returns!**

The Cool Spring Downtown District is thrilled to announce the relaunch of its shop local initiative, the “Downtown Dollars” program. Designed to incentivize residents to support local businesses, Downtown Dollars are vouchers available in \$5 increments and are accepted at various establishments within the Municipal Service District (MSD), including restaurants and retail shops.

Downtown Dollars can be exchanged for goods and services at participating businesses within downtown Fayetteville. They operate just like cash or credit and are an excellent way to support the local economy. Please note, Downtown Dollars are not redeemable for cash and lost or stolen certificates cannot be replaced. The program expires on May 1, 2024.

Inspired by a desire to strengthen community ties and promote local commerce, Cool Spring Downtown District has partnered with The Rick Herrema Foundation (RHF), a nonprofit dedicated to enhancing the lives of military families. CSDD will provide Downtown Dollars as giveaways for their upcoming “date night” event on 2/17/2024. “We’re proud to support the Rick Herrema Foundation and its mission to create meaningful group activities that benefit our heroes at Fort Liberty,” said Bianca Shoneman, CEO at Cool Spring Downtown District.

For those interested in acquiring Downtown Dollars, visit downtown Fayetteville’s area attractions or swing by the Cool Spring Downtown District.

Businesses within the Municipal Service District do not need to register to accept Downtown Dollars. To learn more about this program, please visit our website:

<https://visitdowntownfayetteville.com/explore-downtown/downtown-dollars/> or contact the Cool Spring Downtown District at 910-223-1089.

#ShopTheVibe!