



Attention Maui County businesses!

On February 2, the County of Maui Office of Economic Development will kick-off a month-long grassroots campaign called “Got Choice...Think Local.” Unveiled by Mayor Charmaine Tavares during her Small Business Awards ceremony in October 2009, this community-wide effort was created to encourage residents and visitors to support Maui County’s businesses by buying local first.

A number of promotions will be scheduled throughout this month, including a giveaway incentive for consumers who buy local, a special Maui County “Got Choice...Think Local” coupon redeemable for discounts on goods and services offered by participating Maui County businesses and various media promotions. But we need your support!

Here’s how your business can take part in this effort:

- **Participate in our “Maui County Got Choice...Think Local” Coupon offer.**
Extend a special offer for your goods and/or services during the month of February. Consumers who present you with a Maui County “Got Choice...Think Local” coupon would receive this discount. Participating businesses and their special offers will be listed on a special Maui County Got Choice...Think Local website, being created in cooperation with *Maui No Ka Oi Magazine*. Coupons will be distributed at select community events and will be available online for consumers to download. This program will also be promoted via radio and print ads. There is no cost for businesses to participate.

If interested in participating in this coupon program, please complete the attached application form and fax to Linn Nishikawa at 242-6668 no later than January 29.
- **Distribute Maui County Got Choice...Think Local flyers to help publicize this month-long promotion.**
- **Send an eblast to your customers about this campaign and upcoming events.**

If you have any questions, please contact Linn Nishikawa of Linn Nishikawa & Associates, Inc. at 281-0810 or email linnpr@hawaii.rr.com.

Most of us know the impact when people invest their dollars at home. By encouraging our local residents and visitors to support Maui County’s businesses, we can help to ensure a stronger economy and enhance the quality of life for all our citizens.