

March 8, 2017

News Release  
For Immediate Release

**Shop to Win in Downtown Cobourg**

**COBOURG, ON** – A playground for shoppers, foodies, and culture lovers alike. The *Spring Passport Program* is here for the first time ever in Downtown Cobourg! The newest addition to the annual lineup of events will span the longest length of time of any DBIA event.

Pick up a Spring Passport at one of the participating stores and start collecting stamps from many of your favourite businesses between Monday, March 13th and Sunday, April 30th. Each passport serves as an invitation to shop local and explore Downtown Cobourg. Visit familiar favourites and try new places all while collecting stamps for a chance to win three prizes.

“Our Events Committee is looking forward to serving our community in new and better ways,” says Rino Ferreri, Special Events Chair of the DBIA Board of Management. “We think the Spring Passport Program is the perfect way to get started.”

Shoppers get over 40 days to collect stamps for a chance to win gift certificates totaling $1000.00 in Downtown Dollars. Passports can be collected at any of the sixty-five participating businesses!

Program Details:

* To participate, make a purchase at any or all participating businesses from March 13 to April 30, and have your passport stamped once for every $10 spent.
* When you have received 10 stamps, the Passport is complete!
* Participants fill in their contact information and return the full passport to any participating business or the Cobourg DBIA office during the program.
* There is no limit on the number of passports a person can enter!
* Completed Passports enter participants in a draw, happening at the start of the annual Girl’s Night Out event on Friday, May 12th.
* There will be two prizes of $250, and one Grand Prize of $500, awarded in Downtown Dollars which can be redeemed at any participating businesses.

For more information, and a complete list of the 2017 Calendar of Events in Downtown Cobourg, visit [www.downtowncobourg.ca](http://www.downtowncobourg.ca).

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