

Media Release

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New voucher program gives Todd Mall businesses a boost

Alice Springs Town Council is encouraging residents to shop local and support businesses in the Todd Mall with the launch of *myTodd Mall*, a new voucher program designed to keep customers coming through the doors while construction continues as part of the Regenerating the Alice Town Centre project.

Launching on Friday 21 August, the initiative will provide registered residents with up to \$40 worth of vouchers each week to spend at participating Todd Mall businesses. The program has been developed in response to the temporary impacts construction can have on local traders, helping drive foot traffic and encourage people to continue shopping, dining and enjoying everything the Todd Mall has to offer.

Under the scheme, residents will be able to access:

- 2x \$5 voucher with a minimum spend of \$20
- \$10 voucher with a minimum spend of \$50
- \$20 voucher with a minimum spend of \$100

Each voucher will refresh for customers one week after use and they will be available until the program's \$70,000 funding pool has been exhausted. Only registered businesses located within the Todd Mall precinct will be eligible to participate.

Mayor Asta Hill said supporting local businesses during construction was an important part of delivering the Regenerating the Alice Town Centre project.

"We know construction can be challenging for businesses, even when the long-term outcome is something the whole community will benefit from," Mayor Hill said.

"myTodd Mall is about encouraging locals to keep choosing Todd Mall while the works are underway. Whether it's grabbing a coffee, buying a gift, enjoying lunch or picking up something you've had your eye on, every visit helps support our local traders.

"Our community really embraced the myAlice voucher program in the past, and we're pleased to bring back a similar initiative that's tailored to support Todd Mall businesses during this important period of renewal."

Residents can register for the program from Friday 21 August, with vouchers available to redeem immediately at participating businesses. A full list of participating businesses and registration details will be available on Council's website.

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For further information contact:

- **ASTC:** Anthony Geppa (Marketing and Communications Coordinator): 0439 815 315