

## myAlice set to go again in 2022

**Tuesday, 1 February 2022**

Alice Springs Town Council are proud to partner with the Northern Territory Government to bring another round of the myAlice Voucher Scheme to the Red Centre.

“The myAlice scheme was a huge success in 2020-21 and gave our local businesses here in Alice Springs a fantastic helping hand at an important time,” Mayor Matt Paterson said.

“We’re really proud to commit \$200,000 to another round of this initiative and are grateful to the Northern Territory Government for matching our investment.

“This is a major win for the Alice Springs economy. The first edition of myAlice brought \$2.8million into local businesses and we’re hopeful it can have a similar impact in 2022.”

The myAlice scheme is a buy-local incentive designed to stimulate the local economy that directly sustains both the community and local business – and participation is free for businesses and consumers.

“This voucher scheme has proved popular time and time again with shoppers, but it has also proved a driving force in sales for local businesses,” Deputy Chief Minister Nicole Mansion said.

“Once again, we’re calling on Territorians to register and buy from a store with a door, to keep supporting local and keep our economy ticking over.

“As we head into 2022, we need to keep backing local to keep fuelling our economic comeback, and rebounding from COVID-19.”

**For further information please contact:**

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