

MyAlice returns with a bang

Thursday, 31 March 2022

Alice Springs locals will again be able to access discounts at their favourite local stores with a new round of the myAlice initiative launching today.

Registrations for residents to use the myAlice scheme are now open, offering a range of special deals to locals each day.

Alice Springs Town Council has partnered with the Northern Territory Government to bring the biggest round of myAlice to the community in 2022, with a total of \$600,000 committed.

ASTC have committed \$200,000 to the project with NT Government adding an additional \$400,000.

Customers can now sign up for the initiative and start taking advantage of these deals by visiting myalice.alicesprings.nt.gov.au. If you have taken part in the myAlice scheme previously, there is no need to re-register. All you will be required to do is reset your password.

“We saw the impact that myAlice had in 2020/21 so it’s really exciting to see it back up and running again from today,” Mayor Matt Paterson said.

“With these vouchers, Council hopes residents go out and spend with a little more freedom than usual. Upgrade your coffee to a large, treat yourself to some new clothes, buy lunch instead of brining it from home.

“This is the biggest round of myAlice yet as well, and we thank the NT Government for their contribution.”

Chief Minister Michael Gunner said the vouchers had encouraged more shoppers to spend locally and support small business.

“Right across the Territory these vouchers have kept Territorians in jobs and business ticking over,” Chief Minister Michael Gunner said.

“Small businesses are the backbone of our economy and this investment has helped drive sales and fuel the economic rebound from COVID-19.”

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