



CITY OF BUFFALO

BYRON W. BROWN
MAYOR



Dear Business Owner:

The City of Buffalo and the Buffalo Economic Renaissance Corporation (BERC) are teaming up to offer Buffalo area senior citizens a discount card to be used at participating Buffalo businesses. This will be an excellent opportunity for you to draw more customers to your City of Buffalo location.

The Buffalo Senior Discount Card Program has been in existence for the past thirty years, but this year we are making it bigger and better than ever! There is over sixty-one thousand (61,000) qualified senior's residing in the City of Buffalo. As a local business owner, your business will benefit in many ways by participating in the program, including:

- Increased exposure and support of your business to seniors and their families;
- Your business will be featured in the recently redesigned City of Buffalo Senior Newsletter;
- Your business will receive exposure on the City of Buffalo Government Channel, the City and BERC's website;
- And, your participation will help strengthen City neighborhoods too; and, much more!

We are asking participating businesses to provide a discount between five (5%) and ten percent (10%) per senior citizen. This is an opportunity that your business cannot afford to miss. Several hundred other businesses have already joined. For more information, contact the Division for Senior Services at (716) 851-4141, or complete the attached business participation form. The form can be faxed or mailed to the address indicated. Thank you, in advance for participating in the mayor's Senior Discount Program; a program that not only benefits our senior citizens, but our local businesses and business districts as well.

Sincerely,

A handwritten signature in black ink that reads "Byron W. Brown".

Byron W. Brown
Mayor of Buffalo