



Incubator extends life of coupons in 'Where the Locals Go' book

By Times Staff

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Shoppers looking to use coupons "where the locals go" have several more months to do so.

The Cape Ann Business Incubator, working with scores of local businesses, has extended the expiration dates of the offers in its "Where the Locals Go" Coupon Book through the end of the calendar year.

The extension means that those who buy the \$10 books, which benefit the nonprofit Business Incubator program, have a nine-month bonus for using them; the book's coupons were initially slated to run only through the end of March.

"This is great news for anyone who has already purchased the "buy local" coupon book as well as anyone who is looking for a way to save money in 2009," Executive Director Erika Hansen said in a prepared statement. " ... With many of the coupons, you cover the cost of the book with your first purchase."

The project is aimed at encouraging consumers to shop local — and to make residents aware of local restaurants, shops and many other businesses with which they may not even be familiar. The book includes more than 50 coupons with savings of up to 50 percent at local restaurants, more than 50 others with coupons with up to 30 percent savings at area stores, boutiques and gift shops, 18 coupons geared toward health clubs, spas, fitness and healing centers, and others offering discounts for Cape Ann theaters and other attractions.

In addition to the coupons, the book features a community section highlighting local business and community heroes. The book was made possible through the sponsorship of Cape Ann Savings Bank, Horvitz & Frisch P.C., The Azorean, KMConsulting, Bank Gloucester, Sudbay Motors, Roy Spittle Electricians, Manchester Athletic Club, and Toad Hall Bookstore, as well as by the participation of the merchants who donated coupons.

Anyone seeking more information on the project may contact the Cape Ann Business Incubator at 978-282-7779, or visit its Web site, businc.org.

WHERE TO GO

Cape Ann Business Incubator's "Where the Locals Go" coupon books are available at these locations:

Again and Again, Alexandra's Bread, Art Haven, Bodin Historical Photo, Bubbles, Cape Ann Coffees, Deb Coull Salon, Dogtown Book Shop, Family Car Care, Fred Day Massage, Harbor View Inn, House of the Raven.

Kid's Closet, La Trattoria, Manchester by the Book, Manchester Veterinary Clinic, Mark Adrian Shoes, Menage Gallery, Pleasant Street Tea Co., Sawyer Free Library.

Seasons on Main, Soft Touch Salon, Stone Leaf, Tiny Planet Computer Repair, Toad Hall Bookstore, Weathervane.

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