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FOR IMMEDIATE RELEASE

PEACHTREE CORNERS LAUNCH EVENT FOR "CHOOSE PTC" APP TO SUPPORT LOCAL BUSINESSES

PEACHTREE CORNERS, GA, April 22, 2022 -- The City of Peachtree Corners announced today that they have launched [Choose PTC](#), a points-based program that offers rewards for shopping locally. Users of the app will receive 1 PTC point, worth one dollar in credit, per dollar spent on qualifying purchases.

The City will be hosting a launch event on Monday, May 2nd from 11:00 am to 1:00 pm at the Town Center located at 5200 Town Center Blvd in Peachtree Corners. **During this launch event, those who sign up for the app onsite using a special code only available during the event will receive a bonus of 10 PTC points worth \$10 in credit.**

Using the simple Choose PTC mobile app, shoppers automatically earn rewards at hundreds of local businesses across Peachtree Corners when they make purchases with the credit or debit card linked to their Choose PTC account. These rewards may then be applied as cash credit to a growing list of redeeming businesses. All rewards are reimbursed by the City of Peachtree Corners and there is no cost to users or businesses.

Through this innovative program developed in partnership with [Colu Technologies](#), Peachtree Corners can drive local spending back into our community. In Akron, Ohio, in the first six months, Colu's "Akronite" app generated over \$200,000 in local business sales, harnessing more than 4,000 users and 170 local businesses

How It Works:

- Download the free Choose PTC app from Google Play or the Apple Store and securely link your credit cards, debit cards, or prepaid debit cards to your account.
- Start shopping and dining locally, earning PTC Points automatically through qualifying purchases made with your linked cards at local businesses.
- Redeem PTC Points for cash credit at redeeming local businesses. Each PTC Point is worth one dollar.
- Learn more and encourage favorite businesses to join Choose PTC by signing up at <https://colu.com/chooseptc/>.

Shoppers may earn rewards at restaurants, retail stores, cafés, gyms, yoga studios, salons, etc. where they can be redeemed as cash credits toward future purchases. Any Peachtree Corners-based business with a storefront that accepts credit cards may apply as a "redeeming" business. All reward points redeemed by businesses will be reimbursed monthly.

About the City of Peachtree Corners, Georgia

As the heart of what is being called #SiliconOrchard in the metro-Atlanta region, Peachtree Corners is a vibrant municipality that's home to more than 45,000 residents, 45,000 jobs, and an innovation hub that houses some of the world's most disruptive technology companies. As the United States' premier smart city powered by real-world connected infrastructure and 5G, Peachtree Corners serves as the model for how government and private industry can better collaborate to create a better future for society and business. From the world's first deployment of teleoperated e-scooters to fully autonomous shuttles being utilized by actual residents, and from a solar roadway to the largest electric vehicle fast-charging hub in the region, Peachtree Corners is where the most future-forward Internet of Things (IoT) and sustainable technologies come to life for the benefit of its citizens, and the world. For more information, visit <http://www.peachtreecornersga.gov>.