



## #LoveYYC FAQ

### 1. What is the #LoveYYC campaign?

#LoveYYC is a local promotional initiative designed to boost morale amongst Calgarians and encourage Calgarians to support local businesses by trying new experiences and actively inviting their friends and family to participate.

### 2. When is #LoveYYC Day?

The campaign will encourage Calgarians to celebrate #LoveYYC Day on November 2, 2019. On #LoveYYC Day, we will be encouraging Calgarians to explore the city and support local businesses by trying new and exciting experiences. We are hoping to have as many local businesses and organizations in the city as possible make one-day only partner offers to help encourage participation amongst Calgarians.

### 3. Are there any costs to participate in #LoveYYC?

There are no costs to be a part of the #LoveYYC campaign. Your organization can determine the details of your offer and level of participation in the campaign. All brand assets for #LoveYYC will be available free of charge and available for you to use.

### 4. How can I promote #LoveYYC to my customers?

Your organization can promote #LoveYYC through social media, signage, email communications, word of mouth, or adding campaign information to your website. Be creative and spread the love with your community.

### 5. How can I create a partner offer to be included as part of #LoveYYC?

Submit your offer using the [online submission form](#) by Friday September 13, 2019. Please note: the online submission form is the only method to submit an offer for #LoveYYC Day.

Required information to submit an offer online:

- Name of business
- Offer description
- How to redeem
- Link to offer
- Contact name
- Contact email
- Contact phone