



Media Release



For Immediate Release

Timmins Chamber of Commerce unveils improved M2M discount

TIMMINS - On Thursday November 27, the Timmins Chamber of Commerce officially launched its revamped “Member to Member” discount program. The *Member 2 Member Discount Program* has undergone reconstruction in order to deliver a more modern and improved version of this fantastic member-only opportunity.

On site at one of its popular M2M discount locations, Cousineau Fine Jewellery, Timmins Chamber of Commerce President Rob Galloway, Membership Development and Events Specialist Steven Vachon and Mike Cousineau of Cousineau Fine Jewellery gathered to officially re-launch the program. The M2M discount program allows members to offer goods and services at special rates to fellow chamber members – and their employees. Cousineau’s Fine Jewellery, which is also celebrating its 25th Anniversary this year, offers members of the Timmins Chamber of Commerce a 30% discount on purchases. This is just one of the great M2M discounts offered by generous Chamber members.

Designed to strengthen the chamber networking while positively impacting the bottom lines of fellow chamber members, the program promotes the chamber’s *See a Member First* philosophy. Over the 2007-2008 Chamber year, the organization realized a membership growth of over 100 members – a truly remarkable accomplishment. With the influx of new members also came an increase in M2M discount participants – the participant list is now over 50 businesses strong! It was this growth that fueled the organizations’ desire to build up the program.

Here are some of the features of the new and improved program:

M2M Access Card – the size of a wallet card, this is the ticket that lets members and their employees access the savings offered by fellow chamber members. For convenience, the back of the Access Card also contains a listing of participating M2M members.

M2M Display Card – this display card can be found at the point of sale of most participating M2M businesses. This has been done in order to improve the ease with which customers and frontline staff are able to access (and provide) the M2M discount savings.

Rob Galloway, 2008-2009 Chamber president, is confident that the improvements made to the program will stimulate even more member participation. “The new M2M program was developed as part of our ongoing efforts to strengthen the Timmins Chamber network. With such a large membership gain over the past year, it is important to our organization that we continue to offer programs that engage our new and existing members, and give them as many opportunities as possible to realize the benefits of belonging to the chamber network.” According to the member uptake to date, Galloway stated, “The reaction from our members has been very positive and it is fantastic to see everyone showing such interest in the program – be it through telephone inquiries, a slew of new M2M discount offerings – it has been terrific so far, and I look forward to watching this program as it continues to gain momentum throughout our membership.”

According to Membership Development & Events Specialist, Steve Vachon, “The member to member program is one of my favorites, because it is a true demonstration of what our network is all about – supporting one another, our local businesses and ultimately our community. It’s a simple concept and a

great way that we can better business in Timmins. It is the cornerstone of our Chamber philosophy of See a Member First!”

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For more information contact:

Heather Chertow
Policy and Communications
Timmins Chamber of Commerce
hchertow@timminschamber.on.ca
705.360.1900

About the Timmins Chamber of Commerce

With over 750 members, the Timmins Chamber of Commerce is the largest accredited chamber of commerce with distinction in northeastern Ontario. As the “Voice of Business in Timmins” since 1949, our advocacy and policy initiatives focus on ensuring a positive business climate in the City of Timmins.