



Car-Free-Day - Windows Internet Explorer
 http://www.carfreemetrodc.com/retailer_participation.php

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Car-Free-Day





September 22, 2010



RETAILER PARTICIPANTS CLICK HERE

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Retailer Participation Form !

Car Free Day - September 22, 2010

Car Free Day is an annual worldwide event in which people are encouraged to rely less on their cars and instead travel by bicycle, transit, walking or ridesharing.

Foursquare is an application that consumers use to keep track of where they and their friends are gathering. Once downloaded to a mobile device, it can be linked to a user's address book, twitter and facebook accounts. When a person goes shopping, dining, to the movies etc., they "check-in" with foursquare. This action automatically notifies their friends of their whereabouts through GPS technology. If the retail or other location is not already on foursquare, the user can add it, although we encourage retailers to establish a location(s) on foursquare.

Foursquare users can email descriptions to their friends about features or interesting findings at the retail locations they visit. Once a user is physically at the location they "check-in" to foursquare, and by doing so they earn points from foursquare called "badges". Retail owners and other public venues can reward foursquare users for accumulating badges or just for visiting.

On Car Free Day, September 22 we'd like people in the Washington metropolitan region to travel using alternate transportation methods and "check-in" to retail locations using foursquare. We're asking retailers to recognize them by providing a special offer or discount. Retailer logo's and/or your business name and your promotional offer to foursquare users will be featured on the Car Free Day website to people who pledge to participate in Car Free Day on September 22.

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Note: retailer is responsible for providing the offer directly to the foursquare user at the time of visit or may email an online coupon etc. to the customer within one week of visit. Commuter Connections/Metropolitan Washington Council of Governments and Foursquare will not be held liable for breach of offer and are not party to any transaction between retailer and foursquare user.

Please provide the following information: (All information required)

Name of Retail Establishment: *

Owner/Manager Name: *

Telephone Number: *

(enter with no characters or spaces i.e. 2026415555)

Email: *

Retail Address: *

City: *

State: *

Zip Code: *

Web Address: *

Car Free Day Promotional Offer: *

Dates of Offer: *

Is your business already a venue on Foursquare? *

Note: Please send Logo to ridematching@mwkog.org

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