



ONE

WHY

Your consumer dollar has enormous power. When you support local, independent, one-of-a-kind stores, you nurture a diverse economy. Interesting shops are ingredients for interesting places. By shopping at River Market and Donald's Market, you are investing in New West. This is why we are establishing the **ONE New West** program and the **ONE Piggy Bank Fund**.

WHAT

WHAT IS ONE?

It's a customer appreciation program offered to loyal customers of Donald's Market and River Market.

WHAT IS ONE PIGGY BANK FUND?

As a member of ONE, every time you shop at Donald's, you will be investing in New Westminster. Donald's will contribute 1% of every dollar you spend to the ONE Piggy Bank Fund. Every year, you will nominate and vote on which New West community groups and projects receive funding from this Piggy Bank. Every year, Donald's will also give 1% of every dollar you spend back to you. You, of course, have the option of directing your refund back into the Piggy Bank.

WITH ONE, YOU GET 1% AND THE COMMUNITY GETS 1%

We applaud Donald's for establishing this fund with us. We will also encourage other River Market tenants to participate. And with your support, we hope to expand this program to include other businesses in New West.

WHO

The first 1000 customers to sign up will become ONE founding members.

WHEN

Invitations to join ONE will be sent to River Market customers on April 1, 2010

HOW

Get started with ONE at <http://bit.ly/oneinvite>

For more info please contact Julie Ramirez at jr@rivermarket.ca