

INTRODUCING THE HALIFAX GIFT CARD



Be a part of the solution to make local shopping a way of life, lock money into your community and help Halifax to really thrive.

The Halifax Gift Card is the ultimate 'shop local' Gift Card, providing customers and employers with an easy way to choose local. This Gift Card program is a proven method to help drive traffic and spending to Halifax businesses.

WHAT'S IN IT FOR YOU TO PARTICIPATE IN THE HALIFAX GIFT CARD PROGRAM?

NEW REVENUE. The first thing a customer will do when they receive their Halifax Gift Card is look and see where they can spend their money. Register now to make sure you're not turning away sales when the card launches.

NEW CUSTOMERS. When customers spend their Halifax Gift Card, many take the chance to visit a business for the first time and go on to become regular customers.

NO COSTS TO REGISTER. The Halifax Gift Card is a prepaid Mastercard. There are no costs to register to accept the Halifax Gift Card.

EASY TO ACCEPT. Working through the Mastercard network, the Halifax Gift Card is processed via your existing payment terminals so you don't need any other equipment. You receive the funds in the same way as any other Mastercard transaction; directly into your bank account.

LOCAL IMPACT. The Halifax Gift Card can be accepted by all types of local businesses, across a range of sectors and can only be redeemed in Halifax by participating merchants. The cards cannot be redeemed anywhere else!

PROVEN. The Halifax Gift Card is part of the award winning Town & City Gift Card concept from Miconex, supporting 200 towns and cities globally, 20,000 businesses, and with over £45 million in local spend delivered.

REGISTRATION IS SIMPLE!

Scan the QR code and follow the instructions.



Questions? Contact us at:
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Discover Halifax Gift Card

