

DISCOVER AURORA GAME

Residents **Play Games** | **Explore Business Websites** | **Win Prizes**

The **Discover Aurora Game** is a **shop local** initiative that will bring you **more customers** to your business as area residents ...

- **play** on-line games (trivia, Q&A, scavenger hunts)
- **explore** business websites to find the answers
- **learn** about your business (while exploring your site)
- **win** prizes.



With the games running seven days a week, players field daily questions. Those answers are found only on your mobile-friendly website, which effectively acts like a subtle ad for your business.



Outstanding Business Benefits

- Increased local awareness of your business
- Extremely low marketing cost with high ROI
- More customer visits and more phone calls
- Increased orders and sales
- Interactive engagement of mobile-savvy consumers
- Your own mobile-friendly website
- 10-minute DIY website creation or we do for low fee

Register Now!

Using any computer or smartphone browser, navigate to **www.DiscoverAurora.ca** and register your intention to participate. You must use a TelNames™ .tel website and offer a prize.

Limited Offer to first 30 Aurora businesses who Sign Up early!

- Purchase your .tel website for only \$1 – special deal to first 30 Aurora businesses
- Remaining businesses buy their website for \$22
- Populate your website with content that describes your business (we will guide you)
- Provide an appealing prize (worth at least \$25)
- Try to promote the game to your customers (in-store, on-line via Twitter, Facebook)
- After first year, website renewal cost will be \$36 per year
- Participation is currently free during our trial period
- Low future operating and management costs TBD, but no obligation to continue.

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