



CITY OF WESTMINSTER

56 West Main Street  
Westminster, MD 21157  
Phone 410-848-9000  
Fax 410-857-7476

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Contact: Thomas B. Beyard  
Phone: 410-848-9000

## **DOWNTOWN MERCHANT DISCOUNT GUIDE GOES “ONLINE” THIS YEAR AT MCDANIEL COLLEGE 56 Downtown Businesses Offering Discounts in Guide**

*Westminster, MD* – 56 Downtown Westminster businesses have joined together to welcome back McDaniel College students, their parents, faculty and staff with an invitation to enjoy generous discount offers while shopping downtown during the school year.

The Downtown Westminster Merchant Discount Guide for McDaniel College Students, Parents, Faculty and Staff is a joint venture of the Downtown Westminster Main Street Program and the McDaniel College Office of Communications and Marketing. Its primary purpose is to provide a quick and easy way for the McDaniel College family to familiarize itself with the Downtown Westminster business community. The Main Street Program recruits the participating businesses while the Office of Communications and Marketing covers the costs of producing, marketing and distributing the guide. The discount offers provided by the downtown businesses are valid from September 1, 2009 through May 31, 2010. To receive the discounts, members of the McDaniel community must present their McDaniel College I.D. card prior to purchase.

In an effort to “go green” and save precious financial resources, the annual Downtown Westminster Merchant Discount Guide will be solely “online” this year at several locations on the McDaniel College website instead of in the traditional printed format. “I can understand why the Guide is now solely online,” notes Stan Ruchlewicz, administrator of the Westminster Office of Economic Development. “When we first started the discount guide there were only 18 participants, now they are pushing towards 60, which definitely requires quite a bit more paper.”

To see what downtown businesses are participating and the discounts they are offering, visit: <http://www.mcdaniel.edu/2339.htm>. For a list of Downtown Westminster shopping locations, visit [www.westminstermd.gov](http://www.westminstermd.gov).

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*The Department of Planning, Zoning and Development is located at 56 West Main Street, Suite #1 in Westminster. The department is dedicated to enhancing the quality of life and economic vitality of the City of Westminster for its citizens, businesses and visitors through the development and implementation of quality development practices. For more information, call 410-848-9000 or visit [www.westminstermd.gov](http://www.westminstermd.gov).*