



# *News Release*

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May 3, 2007

## **Husky/Mohawk Loyalty Program pays off for Darts Alberta**

In only a few short months, Darts Alberta has already begun seeing the benefits of joining the Husky/Mohawk Loyalty Program.

Even though the distribution of the cards got off to a slow start, in four months we have earned an amazing **\$351.14** in rebates. Darts Alberta thanks all of their members that have been using their loyalty cards at Husky/Mohawk.

The Edmonton leagues lead the pack, responsible for 38% off the total rebates earned. But the most amazing statistic is that all of the youth leagues are right behind them, earning a combined total of 37% of the earnings. Considering our youth leagues represent a small portion of our membership, the youth leagues and their coordinators should be commended for see the value of this fundraising program.

Members are reminded that 2% of all purchases at any Mohawk or Husky Station (except lottery and tobacco products) will be earned and paid to Darts Alberta on a quarterly basis. As an added incentive to our members, these fundraising dollars will be shared with our member leagues and members. Annually, each Member League will receive 0.75% of all rebates earned by their members, the highest card earner will receive \$100.00 in Husky/Mohawk Gas Certificates and 25% of the remaining proceeds will be added to the prize payouts for the following year's AGM shoot.

If you haven't yet received your Husky Community Rebate Program Card or wish to get more cards for family and friends, contact a representative from your Member League or the Darts Alberta Administrator at [administrator@dartsalberta.com](mailto:administrator@dartsalberta.com).

Visit [www.dartsalberta.com](http://www.dartsalberta.com) for more information on the many programs and services offered by Darts Alberta.

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*The programs & services provided by Darts Alberta are made possible through the financial support of:*

