



## ROCHE GOES TO TOWN

May 2010

Dear Chamber Member:

The North Jersey Regional Chamber of Commerce and Roche are pleased to partner on a new community initiative, "Roche Goes to Town," coming this September 20 - October 3. The company is giving each of its full time local employees \$25 in special "Roche Dollars," and inviting him or her to shop in the local community.

All local Clifton merchants are invited to participate, with no cost to you. Here's how it works:

- You register, sending the requested information to the Chamber by July 1 (see attached form)
- During September, display a "Roche Goes to Town" poster in your storefront, to show you're participating
- Roche will provide its employees with a list of participating businesses and a map, and they will also be able to access this information on the company intranet
- During the program, accept Roche Dollars (in \$5 increments) as you would regular dollars, and give any change back to the employee in regular U.S. currency.
- Bring the Roche Dollars you collect to the Chamber for reimbursement (see Q&A for detailed schedule)
- You may offer specials to Roche employees; consider featuring items in the \$5 to \$25 range in your business

This is a great way to introduce your business to many potential new customers. Attached is a Q&A which will answer many of your questions. If you need further information, please contact the Chamber staff at 973-470-9300.

Gloria Martini  
President  
North Jersey Regional Chamber of Commerce

Pat Hughes  
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Hoffmann-La Roche, Inc.

