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Urban Card 2.0 Rollout Offers Greater Value, Enriching Experiences to Customers of Local Businesses

Des Moines, Iowa – urban card® Alliance is celebrating patrons of local shops, restaurants and service providers with fresh features and a sleek new look designed to move personalizing the cardholder experience to the next level. The addition of 10 businesses crowns the list of benefits associated with urban card’s natural progression in Greater Des Moines, where the three-year-old company connects both urban and suburban dwellers to affluent dining, shopping and service experiences at the hottest spots in the cities.

More than 35 locally owned and operated businesses now identify with the elegantly designed urban card, a wallet-sized VIP pass that allows the metro area’s best and most-active consumers to inconspicuously enjoy special savings and greater value from their favorite owners.

“My time is valuable,” says Tana Goertz, a local celebrity who uses her urban card membership to avoid the hassle and awkwardness of passing off printed coupons. “Whether I’m dining out or shopping with friends, I want to know we’ll be treated well. The urban card partners only with first-class organizations. It’s like an exclusive club that rewards us with fantastic food, friendly service and the best entertainment at local establishments.”

Kari Lantz, a longtime supporter of the buy-local movement, founded urban card to foster atmospheres in which savvy consumers and local proprietors discover “Cheers”-like experiences built on genuine relationships. Lantz says the unveiling of what she bills “urban card 2.0” includes the same local flavor with a wider range of dining options and new categories in both the performing arts and professional services spaces. It also affords cardholders even more life-enriching experiences during daily outings, professional engagements and special events in Iowa’s capitol city.

“It’s not a refresh,” Lantz says. “It’s not a rebrand. It’s based on the progression of the urban card to add new merchants, new categories and greater value as our alliance of locally owned businesses grows. Let’s face it. We sell a little black card that saves people money, and that alone is not a very big deal. The real incentive lies in refining the experience of those who frequently call on or visit their favorite local businesses, and come to expect the same level of high-quality experiences each time they return.”

Diane Lahodny, owner of 75-year-old Campbell’s Nutrition with locations in Urbandale and Des Moines, is an urban card merchant who says her regulars typically stop in at least once a week. “They’re very in tune with why shopping locally is important,” Lahodny says. “We know their names. We know the names of their children. By creating awareness exclusively for local businesses, urban card helps modern customers easily identify shops they may have otherwise overlooked or not previously recognized as a local business. Local businesses make Des Moines, and urban card allows savvy shoppers to seamlessly fold more local shopping experiences into their daily routines.”

Beyond the monetary savings and VIP-style treatment offered to cardholders by business owners, the urban card helps facilitate eco-friendly transactions, and a smart alternative to bulky or embarrassing coupon books and print-offs. Lantz says the biggest benefit lies in the layers of association tied to the urban card community, and provides a great excuse to support local establishments.

“We only work with merchants and businesses accustomed to delivering premium experiences,” Lantz says. “Our cardholders want to meet the owner. They want to compliment the chef. It’s personal. It’s local. And it’s exceptional. The savings piece is the icing on the cake. The urban card simply affords you more of the food, merchandise and experiences you love.”

About urban card® Alliance

urban card Alliance® comprises a group of locals passionate about building and sustaining local culture. We promote awareness of local businesses, facilitate significant savings and streamline connections that foster long-lasting relationships among a local alliance of owners and customers in Greater Des Moines. Visit www.Urban515.com for more information about participating businesses and special incentives for urban card members.

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