

## *JOIN THE FAMILY~ THE KUSA CASH MOB!!*

*"But you can never lose your family. Never."*

Join the KUSA Cash Mob! KUSA cares! And we want to ROCK our local economy!

The US Small Business Administration estimates that small businesses create 65 percent of new jobs. According to Independent.org, If every family in the country spent an extra \$10 a month with a locally-owned, independent business instead of shopping at "Big Box Stores," over \$9.3 billion would be directly returned to local economies. That means better schools, better roads, more support for police, fire and rescue departments and stronger local economies.

We talk about it all the time... now let's SHOW our support!

Cash mobs are beginning all over the country and all of us here at KUSA believe this is an amazing opportunity to support OUR local economy and

*"BE THE CHANGE WE WISH TO SEE IN THE WORLD!"*

Follow us and join our Cash Mob! We will be recognizing new members on Facebook as well as on air! Members even get a Mobster name with special Mobster benefits!

Watch for our very first "Hit," or Cash Mob location coming soon!

### **KUSA CASH MOB ~ ROCK THE LOCAL ECONOMY**

**WHAT IS IT??** A "Cash Mob," is a new trend that comes from the same concept of a "Flash mob." However, instead of getting together and performing a dance or a song, members come together to *support local businesses and help them create new customers*. Our goal is also to unify the community.

**WHAT DO THEY DO??** Cash Mobs typically use Social Media such as Facebook or Twitter to reach out to Mobbers, who follow the feeds and find out where the Cash Mob locations will be. We have started a Facebook group, but we are at a definite advantage because we are a radio station and are able to get our messages out to a much larger audience than the typical Cash Mob organizers.

**HOW DO I BECOME PART OF THE FAMILY??** It's easy! All you have to do is promise to support our Cash Mob locations by showing up, or sending at least one person from your business, each time we Mob a local business and agree to spend at least \$20 at that location!

**HOW OFTEN WILL A CASH MOB TAKE PLACE??** One or two times per month.

**HOW IS A CASH MOB LOCATION CHOSEN??** Each business who is a member of our Cash Mob Family will be chosen at random in a drawing.

**WHAT HAPPENS DURING A CASH MOB??** When a Cash Mob location is chosen, the store will be notified ahead of time, but other than that, it will be kept a secret until we actually go to the store. For example, if our location is Wild N Bellish, we would tell our Mob to meet at 6PM in the Parking Lot of Banasky Insurance. At this time, KUSA will collect each person's \$20 and give them \$20 in Mobster Money. (This way, if they can't find an item they want at this location, they save it up, bring \$20 to the next location and have \$40 to spend next time etc.) When we are finished, we will give Wild N Bellish cash for all the Mobster Money she received.

**DOES KUSA PROFIT FROM THIS??** No, KUSA doesn't make a profit from the Cash Mob. However, we do believe that everyone in our community will profit greatly by joining together and supporting our local economy!

**WHO CAN JOIN THE CASH MOB FAMILY??** Anyone and everyone!! The more members of the "family" we have, the better! You don't have to have a business to be a member. KUSA will be giving away Mob Money on the air in order to get members of the community involved as well.