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University of Lethbridge bringing students and local businesses together through Get U Around Town

A new program bringing University of Lethbridge students together with local area businesses launched recently – with a goal of connecting students to the community while giving a much-needed boost to small businesses.

Get U Around Town is a partnership initiative between the U of L and local area businesses that offers discounts and incentives to students when they show their commencement coin or U of L I.D. While some businesses have long had student discount pricing or deals, this program creates even more opportunities for students to engage with local businesses and the community at large.

"We know that our small businesses have been struggling with the pandemic, and so have our students," says Kathleen Massey, the University's associate vice-president (students). "We've heard from many of our students that they are feeling isolated and disconnected from the community. Get U Around Town is a way of sparking some connection — even if it is online or over the phone — and encouraging our students to get to know more about all the amazing businesses in Lethbridge."

More than 20 local businesses have already signed on to the program, offering everything from discount incentives to special student package pricing and even one-of-a-kind food items geared for those showing their Pronghorn Pride. With new provincial restrictions in place, it's even more important to find ways to support these businesses.

"We encourage students to find ways to connect with their favourite business partners, whether it's through online sales, curbside pickup options or others," adds Massey. "The relationship between our students and local businesses is so important. Students bring so much to our local economy and likewise, the support they feel when they are engaged with the community is a big part of their university experience."

For more information, check out the program's web page go.uleth.ca/GetUAroundTown. Look for Get U Around Town on social media as students share their favourite local spots by tagging @ULethbridge and #GetUAroundTown.

To view online: https://www.uleth.ca/unews/article/university-lethbridge-bringing-students-and-local-businesses-together-through-get-u-around

-- 30 --

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