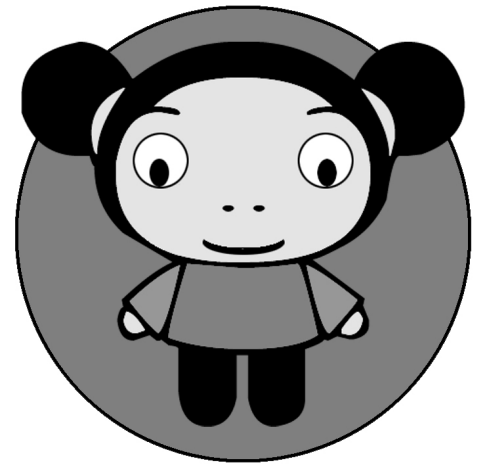


MILLY card

APPLICATION FORM



The MILLY loyalty scheme exists to encourage people to use the shops and other services available on Mill Road, Cambridge, and the area around Mill Road to help offset the impact of supermarket convenience stores on our high street

The purpose of this scheme is to allow local residents to show their support for local traders and for Mill Road traders to have the opportunity to respond generously. This scheme will encourage business profits and goodwill to circulate within our community for the benefit of all who live here.

Membership costs £2 per person. This gives a MILLY membership card, which, when presented to participating traders, will entitle the holder to special offers and discounts. The list of offers is available on our web site (and will be posted at a few key places on Mill Road). A regular email will also be sent out with details.

Please make payments to: Mill Road Society.

Your individual personal MILLY card will be sent to you by post within the next few days.

Note: all addresses including email addresses will only be used for the purpose of promoting the MILLY and any offers made by the members of the scheme. These offers will only be sent out by the administrators of MILLY. These addresses will be held by the organisers of MILLY and will not be passed on to any third parties.

www.millycard.org

Name:

Address:

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Email: