



**FOR IMMEDIATE RELEASE**

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**Campus Philly Partners with 'Lokal' Business to Double Student Savings**

*Philadelphia nonprofit Campus Philly joins forces with Lokalty, a universal rewards program, to create the only discount tag Philadelphia students will ever need.*

PHILADELPHIA – Campus Philly's new discount tag is the cornerstone of a partnership between the nonprofit and Lokalty, a free local rewards program. With this tag, the pair has created the end all, be all of student savings—one side introduces students to the discounts offered through Campus Philly, and the other helps them earn and use LokalPoints to save with any business in the Lokal network.

"As Penn grads and fans of great local businesses, we're really excited to work with Campus Philly to connect students with the city's awesome homegrown companies," says Philip Tribe, co-founder of Lokalty. "The tag will enable tons of savings as well as deeper discovery of the unique things Philadelphia has to offer."

While Lokalty encourages students to be tourists in their own backyard, Campus Philly finds that exploration of local businesses encouraged by great deals generates brand loyalty. And that's just the beginning.

"As students take advantage of the discounts and deals through the Campus Philly/Lokalty collaboration, they're also building their connection and attachment to Philadelphia as a place to live," says Deborah Diamond, president of Campus Philly. "As the only organization that stands at the center of higher education, business and the 300,000+ college students in Greater Philadelphia, we are always looking for great opportunities—like this partnership with Lokalty—to connect the three."

Campus Philly's new discount tags premiere at **College Day on Saturday, September 29**, Campus Philly's annual welcome festival for college students.

For a list of current partners and more information on the many ways Campus Philly connects businesses to Philadelphia's students, visit [campusphilly.org](http://campusphilly.org).

*[Lokalty](http://Lokalty) offers consumers an easy and fun way to save locally with its free LokalPoints program. LokalPoints are a universal rewards currency that can be earned and used anywhere within the Lokalty network. This new kind of rewards freedom enables consumers to discover and save with great local businesses, while helping small, homegrown businesses compete more effectively with the national chains. Consumers can start their journey to rewards freedom by downloading the Lokalty [iPhone](#) or [Android](#) app, or by simply registering at [lokalty.com](http://lokalty.com).*

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**Campus Philly • Connecting students to a Greater Philadelphia**

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