



60 Plus
CLUB 
RECEIVE
3% OFF
PURCHASES EVERY
TUESDAY
JUST BY USING YOUR GOLD CARD!
(CHECK WITH CUSTOMER SERVICE OR ASK THE CASHIER FOR DETAILS)

Frequently Asked Questions

Darrenkamp's is introducing a special club for customers 60 years of age or older called the "60 Plus Club". This club will allow Darrenkamp's to identify seniors in order to create special marketing programs geared to this age group.

- **Who Can Join?** – Any customer with a Gold Card in their name and is sixty years of age or older. This is a "CARD Level program, meaning that 60 Plus Discounts will be given to specific Gold Cards (only those scanned and registered). Therefore, if a husband and wife have separate cards (numbers), they both must register. If a husband and wife share the same card number, only one card needs to be scanned.
- **Who May Use A 60 Plus Gold Card?** – This program is intended as a Senior Citizens' Rewards program, recognizing they have difficulty meeting other Gold Card Marketing program spending thresholds. A 60 Plus Gold Card may only be used by the owner of the card and may not be shared with non-60 Plus Club members.

- **What Discounts Are Available?** - Currently there is a 3% Senior Citizen Discount given to customers every Tuesday. This Senior Citizen Discount will now be called a 60 Plus Club benefit. Additionally, there will be specific Gold Card programs that will be targeted to this group.

- **How Does The Special 60 Plus Barcode Work?** – When the barcode is scanned it will ring-up 1¢ cost with a Gold Card Discount of 1¢. With the scan of the Gold Card the transaction will be zero. Therefore it's simple;
 - a. Scan the customer's Gold Card
 - b. Scan the Sixty Plus Barcode
 - c. Total

- **When Will The 60 Plus Club Benefits Begin?** – Enrollment will begin on June 3, 2013, and will continue on an on-going basis. Once the customer's Gold Card is registered in the program, their Gold Card will trigger the Tuesday discount on their next Tuesday visit. Tuesday June 11, 2013 will be the first week of Gold Card triggered discounts. The database will be updated every Monday, therefore new 60 Plus members must be registered by Sunday of each week.

- **What Items Are Discountable?** – Purchases made during Tuesday business hours will receive a 3% Discount. Discount excludes any sale item, tobacco, milk, pharmacy purchases, gift cards, money orders, phone cards, stamps, and items restricted by law.

