

Gas for clunkers and non-clunkers

REGION- As part of a response to the difficult economic times, Big Y Foods, Inc. is pleased to announce their collaboration with three local gas station suppliers: F.L. Roberts, O'Connell Oil Associates, and Pride. The simple savings program works with Big Y's Express Savings Club silver and gold coins that customers earn for grocery purchases.

The deal is \$.05 off per gallon with a silver Big Y coin up to 20 gallons or 20 cents off per gallon with a gold Big Y coin up to 20 gallons. Both offers are for single transactions only and not cumulative. The coin is redeemed by the attendant at the gas station and not in the supermarkets. The station attendant adjusts the price on the pump according to the coin used prior to the customer pumping their gas. The program is slated to run through

Dec. 31. Lastly, for every \$50 grocery purchase at Big Y, customers can receive a bonus silver coin.

The program is offered at 52 gas stations in all four counties of Western Massachusetts as well as Stafford, CT. The stations are listed on Big Y's web site at www.bigy.com and include Pride, Mobil, Sunoco, Shell, Exxon brands within the F.L. Roberts, O'Connell and Pride family of stations. This gas savings collaboration is an example of how area family businesses can come together to promote buying local.

Big Y's Express Rewards is one of many programs at Big Y that show appreciation to their customers. Coins are given as a surprise for regular shoppers, or as a prize for playing Big Y's Instant Rewards game at the register.

