

# RBA to partner with online discount firm TryItLocal.com

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## Staff reports

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In conjunction with the Rochester **Business Alliance**, the online discount firm Try It Local will begin offering deals at local stores and restaurants on June 22.

The discounts at participating **businesses** — they have to be RBA members — will be offered once a week. The savings vary but range between 40 percent and 90 percent.

Try It Local, like its larger competitors Groupon.com and LivingSocial.com, is a conduit between retailers willing to discount goods and **services** and the buying public.

There is no cost to sign up and those who do receive a redeemable voucher. **Retailers** set the parameters of the deal and keep 70 percent of the resulting sales.

Those interested sign up via **e-mail**, TryItLocal.com, Facebook and Twitter.

The first local deal will be offered on June 22 and others will be offered on subsequent Wednesdays.

For more information, go to TryItLocal.com or call the RBA at (585) 256-4616.