



## Aboriginal FOCUS A WINNIPEG SUN SPECIAL FEATURE

Large national retailers such as Dulux Paints, with 9 new outlets in Winnipeg, have supported the MEDO Affinity program since its launch.

MEDO Affinity cardholders present their card and collect points while visiting a participating MEDO Affinity merchant partner.

MMF President David Chartrand

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After two years planning and technical development, MEDO has rolled out its consumer-based cardholder loyalty program.

Developed by MEDO and administered through ESGS, the procurement hub for the Manitoba Metis Federation, the MEDO Affinity Program is a multi-tiered and multi-purpose loyalty card, that both defines and aligns the massive and growing Metis consumer base in Manitoba and Western Canada.

Unlike other loyalty or credit cards, MEDO Affinity is unique. It contributes specifically to the Metis Nation through MEDO, offering cardholders purchasing incentives and benefit programs through strategic alignment with major national partners and local retailers, as well as Metis-owned businesses.

**The MEDO Affinity Card is a multi platform Loyalty Marketing Program for the Metis.**

It engages merchants with Metis consumers (120,000 in Manitoba and 650,000 throughout the Prairies). MEDO Affinity provides measurement of economic activity through card usage, recognizing spending trends and enabling

members to get the value of the entire group.

"Our vision for this program was to create value and for all Metis citizens in Manitoba as we continue to develop relationships with private sector partners," stated MMF President David Chartrand in a recent interview. "With an audience of over 120,000 Metis consumers in this province, the MEDO Affinity Program is positioned to deliver benefits our Nation has long deserved. The ability to use our collective buying power will result in direct savings to our people".

Participating merchant partners will be able to focus their marketing efforts on a new regional economic group. According to Statistics Canada, as well as a recent University of Manitoba study, the Metis are the fastest growing and largest Aboriginal market in a variety of sectors including healthcare, consumer goods, and education and training.

Partners will have the demographic information and buyer trends they need to create their own direct promotions through the platform, and accurately measure the success of their campaigns and the return on investment in the program in real time.

**How MEDO Affinity works.**

As a card holding subscriber, customers will be able to collect loyalty points with their purchases and receive discounts from participating companies (a.k.a. 'Merchant Partners'). Subscribers are given points on retail purchases by presenting their MEDO

Affinity Card at a preauthorized merchant partner (or by calling the ESGS store to make your purchase for you.)

The program is administered by ESGS Inc. located on the main floor at the Manitoba Metis Federation home office 150 Henry Avenue in Winnipeg.

Affinity points can be redeemed on quality products and services at ESGS Online ([www.esgs.ca](http://www.esgs.ca)), which will be delivered by mail or in person at the ESGS store. Redemption is 1 point earned for every \$1 dollar spent.

MEDO Affinity subscribers receive discounted pricing, special rates, exclusive offers, on accommodation and travel, communications and electronics, sporting goods and equipment, clothing and apparel and most significantly health and education services! Affinity members can save hundreds of dollars annually.

By participating in this program, the Metis will create a new defined and powerful, economic consumer group in Manitoba. However, MEDO plans to operate the program nationally, bringing a strong socio-economic benefit to the Metis well into the future.

**Building Metis Financial Sustainability.**

All MEDO Affinity Program subscribers benefit from accumulating points and receiving value-added promotions and benefits from participating Merchant Partners. This supports our participating Merchant Partners (and Metis businesses in general.) A significant percentage of all

business transactions is returned to the program. That revenue will be dedicated to helping sustain the services provided by the Metis government.

MEDO acts as the 'Crown Corporation' for the Metis government, with MEDO Affinity as one of its divisions. Provincial Crowns such as Lotteries and Manitoba Hydro flow their profits to the Manitoba government to help it pay for services delivered to Manitobans. Likewise, MEDO works for the MME, as the Metis Government, to develop a long-term sustainability model.

The Affinity Program is specifically designed to add value for Metis citizens in Manitoba and Canada and support and build Metis-owned business and generate long-term financial sustainability, thereby contributing to an improved quality of life for all Metis in Manitoba.

Based on this growing consumer market, participating (and potential) merchant partners are eager to participate in the program, and engage in new business opportunities with the Metis government. All businesses are invited to contact MEDO Affinity to discuss opportunities.

For more information on becoming a MEDO Affinity subscriber or to order a new card, visit [www.medoaffinity.com](http://www.medoaffinity.com)

For more information on the Metis Economic Development Organization (MEDO), visit [www.themedo.com](http://www.themedo.com)