

Bring Back Our Mall Gift Cards

Name_____ Address_____

City_____ Postal Code_____

Dear Member of the Nova Scotia Legislative Assembly,

As a constituent in your riding, I wanted to contact you about an issue that is important to me – consumer choice in the gift card market.

At the heart of the issue are regulations which came into effect on Monday, February 1, 2010. The regulations effectively eliminate the current shopping centre or mall gift cards from the Nova Scotia market. The likely consequence of the regulations is that 100% of Nova Scotian consumers may now be forced to pay upfront fees. I do not believe that this was the intended spirit of the government's amendments to the Consumer Protection Act.

Shopping Center provided gift cards are a consumer friendly product. The gift card program offered at my mall currently charges no upfront fees. The program only begins to collect a small fee of \$2.50 per month, 15 months after the card has been activated. For me and I suspect most other consumers that is more than enough time to spend the complete balance on the gift card.

As my local MLA, I am asking you to speak and write to the Premier and the Minister of Service Nova Scotia to demand amendments to Nova Scotia gift card regulations which would allow mall cards to continue offering non-branded cards with small dormancy fees. This specific regulatory allowance was provided in New Brunswick, Ontario and Manitoba.

I urge you to visit a web site that is dedicated to this issue where additional information on multi-store gift cards can be found.

www.bringbackourmallgiftcards.com

Thank you for your time, and your attention to this very important issue.