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FOR IMMEDIATE RELEASE:
Tuesday, August 28, 2018

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**Mayor Schor Announces eBay's Retail Revival Program
Application Deadline Extended Through Friday, August 31st**
*Retail Revival Program to help local businesses utilize eBay's global marketplace
to boost their reach and revenue*

(LANSING) - Mayor Andy Schor today announced that eBay has extended the application deadline for small businesses to apply for the Retail Revival program. Applications will continue to be accepted through August 31st.

“I'd like to thank our community partners for all the work they've done in recruiting local businesses to apply for eBay's Retail Revival Program,” said Mayor Andy Schor. “We are extending the deadline for applications to ensure that as many local businesses as possible have the opportunity to learn about the benefits and to apply to be a part of this transformational program.”

Retail Revival is eBay's comprehensive training and support program that empowers “Main Street” retailers to thrive locally by taking full advantage of the digital marketplace and accessing new customers around the world. The program first launched in Akron, Ohio, in March 2018 and has now expanded to Lansing. In 2016 alone, Michigan sellers generated \$939M in revenue and sold to 190 international markets. Lansing-based eBay sellers contributed over \$10M in revenue to that total, and sold to customers in 157 markets around the world.

Business owners looking to apply to the program should be based in the Lansing area, identify ecommerce as a key part of their growth strategy, offer a range of inventory and demonstrate a commitment and readiness to grow their business. More information and a link to the application can be found here: www.ebayinc.com/Lansing.

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