



Please return to:

Berkshares, Inc.
P.O. Box 125 Great Barrington, MA 01230
www.BerkShares.org - info@BerkShares.org
(413) 528-1737

What are BerkShares?

BerkShares are a local currency and tool for sustainable economic development in the Berkshire region, launched in September of 2006 by BerkShares, Inc.

The purpose of a local currency is to build the local economy by maximizing trade within a defined region, favoring locally owned enterprises, local manufacturing, and local jobs, thereby reducing the region's dependence on an unpredictable global economy.

The businesses that have a "BerkShares Accepted Here" stickers are reliably independent, locally owned enterprises, and are focused on serving the needs of the other businesses and residents of this region. The people that use BerkShares are making a conscious commitment to buy local first.

As of January 2015, over 5 million BerkShares have circulated through the network of 400 participating businesses.

Connect with us!

BerkShares
Local Currency



@BerkShares
#berkshares

How do BerkShares work?

Citizens may exchange federal dollars for BerkShares at any of the following branches of our BerkShares Exchange Banks:

- Lee Bank—Great Barrington, Lee, Lenox & Stockbridge
- Pittsfield Coop Bank—Great Barrington
- Salisbury Bank—Great Barrington, S. Egremont and Sheffield

BerkShares are printed on high-security paper in denominations of 1, 5, 10, 20, and 50. Dollars may be exchanged for BerkShares or BerkShares for dollars at a rate of 95 cents to 1 BerkShare.

Citizens with BerkShares in hand can browse the BerkShares Directory or look for the “BerkShares Accepted Here” stickers in store windows.

Businesses accept BerkShares at face value for goods and services—10 BerkShares for a \$10 purchase. Change for purchases in BerkShares will be made in BerkShares, except for amounts less than 1 BerkShare, which can be made in federal coins. Customers paying with federal dollars may ask for BerkShares in change.

Why Accept BerkShares?

Businesses that accept BerkShares distinguish themselves in the eyes of consumers as locally owned and community-minded.

Businesses benefit from:

- Increased patronage
- Free listing on the BerkShares website, which draws 110,000 views per year.
- Free listing in the BerkShares directory, which is distributed to BerkShares Exchange Banks
- Promotion in BerkShares ads in local newspapers, radio, and other public venues
- National and international press coverage brought to the region by BerkShares

By accepting BerkShares, merchants are helping to establish markets for locally made products, providing an incentive for the growth of home-based industries, and creating opportunities for high-quality employment and business start-ups in the region.

Business Sign-up Form

If you are a business owner in the Berkshire region and would like to sign up to accept BerkShares and to receive a free directory listing and free advertising in our materials, please fill out all applicable fields and return this form to the address on the back.

Business Name: _____

Address _____

Website: _____

Phone: _____

Contact Person: _____

Email Address: _____

What products or services does your business offer?

A brief business description to accompany your free listing:

The above information will be added to the BerkShares Directory. Your business information will be listed for free on our web directory, in all future printed materials, and in our print advertising. Please mark as ‘private’ any contact information which you would prefer not to make public.

By registering for listing in the BerkShares Directory, a business is agreeing to accept BerkShares for full or partial payment for its goods and services. Listings in the BerkShares Directory are free. BerkShares, Inc. reserves the right to edit and/or select entries. Confirmation of the listing will be sent by email and additional materials about BerkShares by mail.

Registration can also be submitted electronically at
www.BerkShares.org

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