



Emerald City Smoothie wishes to honor those who have so bravely served in the U.S. military by offering a 10% reduction in the franchise fee and royalty deferral for first three months of business to be used for store marketing campaigns.

The Veterans Transition Franchise Initiative, known as VetFran, was developed to help Veterans transition to civilian life. The idea of the late Don Dwyer Sr., founder of The Dwyer Group, VetFran is a voluntary effort of International Franchise Association member-companies that is designed to encourage franchise ownership by offering financial incentives to honorably discharged veterans.

With the cooperation of the U.S. Department of Veterans Affairs, the Veterans Corporation, and the U.S. Small Business Administration, and with outreach initiatives to our country's military and veteran organizations, the program continues to expand. Emerald City Smoothie has agreed to help qualified veterans acquire franchise businesses by providing financial incentives not otherwise available to other franchise investors.

Additional information about VetFran can be found here:

<http://www.franchise.org/industrysecondary.aspx?id=34386>

<http://www.franchise.org/franchiseesecondary.aspx?id=9128>

Emerald City Smoothie franchise information:

http://www.emeraldcitysmoothie.com/about_franchise.php

If you would like to discuss Franchise Opportunities at Emerald City Smoothie please call John Trautman at 206-255-2858 or email: John@emeraldcitysmoothie.com

