



## **Introducing a New Partnership and Revenue Generating Opportunity: *CACR partners with Polar Electro Canada***

The CACR develops partnerships with industry from time to time to establish programs that benefit your clients, your program and CACR. This new partnership with Polar fits this bill. CR programs are being offered an opportunity to sell Polar heart rate monitors directly to your clients and thereby generate new revenue for your program. CACR has negotiated a special rate from Polar at which you may purchase select heart rate monitors directly from Polar AND then they will take another 4% off that rate! Your program turns around and sells those monitors to your clients at a fee to be determined by you and you retain the revenue. CACR wins by receiving 2% of all sales each financial quarter, directly from Polar. Members win again as these funds are channeled back into member education and services! The only restriction is that your first order must total a minimum of \$750 which allows you to build up a bit of stock (roughly between 8 and 12 watches depending on model).

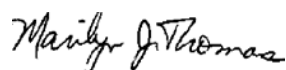
**Why should your program participate?** Many programs approach CACR each year looking for opportunities to generate revenue. This partnership was chosen for its ease of implementation and flexibility, product can be sold either in classes or from a central location in your facility, the product is of good quality, Polar is offering to assist CR programs to set this up in your centre and offer on-site in-servicing and support to all participating programs.

**What if my program already is a retailer?** You win by receiving the in-servicing and support from your local Polar reps and by knowing that you can support CACR through your programs' participation.

**But I can't retail!** You can still participate by handing out a referral sheet to your clients and they can purchase locally at their convenience. Your clients win by having appropriate heart rate monitors recommended to them for use in your program. These sales count toward overall national sales.

**Why heart rate monitors?** To improve your clients participation in your CR program and support self-management within cardiac rehabilitation.

**Please read the attached information providing further information about this new opportunity. Email [mthomas@cacr.ca](mailto:mthomas@cacr.ca) for further information OR contact Dena Gordon of Polar directly to SIGN UP!**



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