

Media Advisory: San Marino and 'Ring' Invite Residents to Launch Event for Subsidy Program – September 9, 2019

Initiative aims to reduce crime in neighborhoods by investing in affordable and effective smart home security for residents

San Marino, California – August 19, 2019 – San Marino today announced its partnership with Ring and details for the upcoming launch of a joint subsidy program that will provide discounts for local residents who wish to purchase select home security devices. With funds approved by the San Marino City Council along with matching funds from Ring, the \$20,000 program will enable 200 verified San Marino residents to receive a \$100 discount code to use towards the purchase select Ring security devices. The subsidy program will kick off with a launch event on September 9, 2019 at the Crowell Public Library – Barth Room where eligible residents may attend in-person and participate in the program on a first-come, first-served basis.

WHAT: Ring Subsidy Program Launch Event

WHEN: Monday, September 9th from 6:00 – 8:00 pm

WHERE: Crowell Public Library – Barth Room located at 1890 Huntington Drive

WHO: Representatives from Ring & the City of San Marino invite local residents to join them for a launch event for the new subsidy program with opportunities to;

- Register for the subsidy program (registrants must be San Marino residents with a valid form of ID & copy of a utility bill).
- Learn more about Ring security devices, ask questions, & purchase products on-site.
- Purchase eligible devices and select accessories on-site.

Residents will not have the option to RSVP in advance and are encouraged to arrive early and prepared via the instructions below.

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About the Subsidy Program

The subsidy program has been approved by the City of San Marino and will incentivize the purchase of Ring Video Doorbells and Ring security devices that connect to a user's mobile device via the free Ring app (iOS/Android). Residents are then notified when the device's motion sensor is activated or if someone rings their Doorbell; they can also choose to view the camera's live video feed at any time. Optional video subscription services are available for purchase to residents who want to save their Ring recordings to view or share them at a later time.

San Marino Program Details and How to Participate

- The subsidy program was approved by the San Marino City Council and will open to San Marino residents who attend the kick-off event with proper documentation on September 9, 2019 from 6:00 – 8:00 pm
- Residents must attend the kick-off event in person and provide a valid form of Government ID and a copy of a utility bill in order to verify residency and receive their subsidy discount info on a first-come, first-served basis.

- If the subsidy does not sell out during the kick-off event, the City will post an application form to their website allowing other residents to participate until the program funding limit has been reached.
- Discounts will be provided to confirmed residents and applied by a Ring team member at checkout towards the purchase of eligible Ring products at the event. Only credit card purchases will be accepted, no cash or checks.
- San Marino residents will have the opportunity to purchase the following devices with a \$100 off the retail price:
 - Video Doorbell 2
 - Video Doorbell Pro
 - Spotlight Cam Solar
 - Spotlight Cam Battery
 - Spotlight Cam Wired
 - Floodlight Cam
 - Stick-Up Cam Battery
 - Stick-Up Cam Wired
 - Ring Alarm Security Kit (5-Piece)
- Ring is also offering \$30 off additional security devices with a maximum of two (2) per household, and 20% off accessories. Visit [Ring's website](#) for product descriptions and specifications.
- Residents will also need to pay an additional subscription fee if they would like to save device footage or sign-up for the alarm monitoring service. For more information about Ring's products, please visit [Ring.com/products](#).
- Eligible residents will be sent a set of codes redeemable only on Ring.com at 3pm PT daily Monday-Friday, excluding holidays.
- To learn more about Ring's Subsidy Match Program, please read our [Subsidy Match Program FAQ](#) and email partnerhelp@ring.com for assistance.

About San Marino

The City of San Marino is a full-service, general law city located in the San Gabriel Valley area of Los Angeles County. The City was designed by its founders to be uniquely residential, with expansive properties surrounded by beautiful gardens, wide streets, well maintained parkways, and top performing schools. The City is 3.75 square miles with a highly-engaged population of 13,327, and is home to the Huntington Library, Art Collections, and Botanical Gardens.

Incorporated on April 12, 1913, the City operates under the Council-Manager form of government. The City has approximately 100 full-time and 80 part-time employees, distributed among seven departments: City Manager's Office, Community Services (including Recreation and Library), Finance (including Human Resources), Fire, Parks & Public Works, Planning & Building, and Police.

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities with its suite of home security products. The Ring [product line](#), along with the

Ring Neighbors app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, one Los Angeles neighborhood saw a 55 percent decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.

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