

Calendar

People

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SHOPPING DISCOUNTS: Enjoying a discount at restaurants and stores while making a few bucks for worthy causes is the idea behind a Bridgewater woman's new venture.

Janine Higgins, a former corporate sales and marketing consultant, has created Boston Masspass, a directory containing discounts and special offers from 120 merchants. It's the first of its kind, she said, to cater to residents who live or work south of Boston.

The books are bought on consignment by schools, churches, sports teams, and other nonprofits to boost fund-raising efforts; they profit from third-party sales, Higgins said, and unused books are returned.

"Boston Masspass is unlike anything on the market because it's geared toward a specific community," she said. "I couldn't find any such product for people who lived outside Boston, or the special discounts were offered across too wide a demographic area."

Higgins had worked for data warehousing operations such as Teradata, Giga Information Group, and Sea-Land, and was looking for a new venture when she met a couple who'd started a similar venture in North Carolina. She says she may branch out north and west of Boston with similar directories, depending on how the first one goes.

"Boston Masspass gives me a way to contribute to my community through its fund-raising component and allows me to interact face to face with business people in the area," she said. "The whole process has been very rewarding."

Visit www.bostonmasspass.com.