

PRESS RELEASE

Golden Ticket winners spend, spend, spend

5th January 2018: Over 30 town centre shops, entertainment venues and businesses have had their New Year profits boosted by Golden Ticket Prize Draw winners spending their vouchers.

The twelve lucky winners of Northampton town centre Business Improvement District's (BID) draw have been splurging their winnings over the last few weeks in various over independent and high street shops, bars, restaurants and businesses.

There were three draws in December 2017 where the BID gave away a total of £3,000. This meant each winner had £250 to spend in Northampton town centre over the festive period and into the New Year. Participants visited the town centre to post their entry in one of 14 Golden Ticket Post Boxes hosted by businesses within the town.

27 year-old Paul Aslett was one of the winners. Having just relocated to Daventry from Berkshire, Paul plans to use the vouchers as a way of getting to know Northampton town centre. "We made a big life change to move to the county and I don't know the area so I am going to use my win as a chance to familiarise myself with local shops and businesses. I am going to buy items for our new home in Abraxas Cookshop and treat my partner to a meal out in the Wok Inn which I have heard is lovely."

A local grandmother, grandfather, young Apprentice, accountant and retired teacher were among the other lucky winners from villages and areas all over Northamptonshire.

Rob Purdie, who joined the BID team as executive director in December said: "We were overwhelmed with the response to our Golden Ticket Prize Draw with over 3,300 entries, and we are delighted that so many businesses are now reaping the benefits as the winners spend their

vouchers. This initiative is not just about enticing more shoppers and visitors into the town centre, it's about promoting the fantastic places to shop, eat, drink and visit, something the BID is committed to. The prize draw closes 2017 on a high and, as we begin 2018, we promise to continue with other projects which will help our town centre thrive. I am thrilled to be part of those initiatives having only recently joined the BID team. Here's to a exciting 2018."

Independent traders chosen by winners include Peppertrees, Abraxas, Rendezvous, Bias, Watts Furnishers, Zara Health & Beauty, Rockabelles, Bonds, Montague Jeffery, Voni Blu and Berties. Royal & Derrigate, Saffron, Les Olives, Sophia's, Pamukkale, Wok Inn and The Smoke Pit were among the entertainment venues and restaurants, and 15 high street names were also chosen.

Laura Elliott, Manager of Zara Health & Beauty salon in Market Walk said: "We are delighted to be among the businesses chosen by the winners. We love to ensure great customers service and high quality treatments so are always thrilled with this recognition. The Golden Ticket Prize Draw is a fantastic way to promote businesses but also to bring new custom to the town centre. We think the golden ticket is a brilliant idea and a great way to kick off trading in 2018."

For more information and Terms & Conditions on Northampton town centre BID's prize draw visit: www.northamptonbid.co.uk/Christmas.