

## PRESS RELEASE

### **Festive prize draw for town centre shoppers**

*20<sup>th</sup> November 2017:* Town centre shops and businesses have rallied together to award a total of £3,000 of vouchers to 12 lucky winners – giving shoppers in Northampton even more reason to celebrate this Christmas.

A total of £16,000 worth of vouchers have been awarded since Northampton town centre Business Improvement District's (BID) annual Golden Ticket Prize Draw began. This year 12 winners will be awarded £250 each to spend in up to five town centre shops of their choice\*.

The festive draw is all part of the BID's overall objective to drive more people into the town centre over the busy Christmas period and all year round.

Peter Gaynor Grosvenor Shopping centre manager and BID director said: "It is great to know that the BID's annual prize draw has not only made it an extra special Christmas for so many lucky winners over the years, but that local businesses have also benefited from more shoppers being enticed into the town centre.

"As a BID we are passionate about promoting what Northampton town centre has to offer all year round, especially over the exciting festive months when there is a real sense of Christmas cheer around. We are looking forward to awarding yet more lucky shoppers with vouchers again this year to spend in town centre high street and independent shops, boutiques, salons, cafes, restaurants and bars."

Staff at Sheinman Opticians are on board with the campaign and are one of the town centre venues to host a Golden Ticket post box. John Sheinman, CEO of Sheinman Opticians and BID director added: "Businesses recognise that this festive initiative is an excellent way to promote our town centre and we are all rallying together to urge people to complete and post their Golden Tickets. It may even be that one of the lucky winners chooses to spend some of their town centre vouchers with us."

To win entrants can pick up and complete a Golden Ticket entry form from any town centre shop, complete it and hand post it into one of the 14 Golden Ticket branded post boxes dotted around the town centre. Other ways to enter can be found at [www.northamptonbid.co.uk/Christmas](http://www.northamptonbid.co.uk/Christmas). The Golden Ticket draws will take place on the first three Saturdays in December.

Golden Ticket post boxes are located at:

- A Plan Insurance, Abington Street
- Bonds Jewellers, St Giles Street
- Cheyne Walk Club, Cheyne Walk
- Debenhams, The Drapery
- Gold Street Mews, Gold Street
- Grosvenor Centre
- Market Square News, Market Square
- Market Walk Shopping Centre
- NN Contemporary Art, Guildhall Road
- Royal & Derngate, Guildhall Road
- Sheinman Opticians, Abington Street
- St Gyles Jewellers, St Giles Street
- The Dressing Room, Ridings Arcade
- Voni Blu, Castilian Street

\* *Terms & Conditions apply* – see [www.northamptonbid.co.uk/Christmas](http://www.northamptonbid.co.uk/Christmas)