



PRESS RELEASE

Third pair of Golden Tickets awarded

16th December 2014

Only one pair of £500 prizes remain in the Northampton Town Centre BID's Golden Ticket competition, with the third set of winners selected on Monday, December 15th.

First out of the hat was Linda Cannon, who lives in Northampton with her husband Fred. She picked up a copy of the Discover Northampton Christmas 2014 magazine in the Royal & Derngate and posted the Golden Ticket from it the following day.

"I'm so surprised, I never win anything!" she said. "We were at the theatre with my granddaughter and I just thought 'why not?' I've done quite a bit of my Christmas shopping already but the vouchers should help with the last bit. I really like the area around the Royal & Derngate where a lot of the independent shops are, it's very pretty.

"I think the Golden Ticket competition is a lovely idea, quite unusual. It's great that the money goes back to the town centre businesses. It's a lovely Christmas surprise for the family."

An excited Joseph Fellowes was awarded the second Golden Ticket prize, which consists of two £250 vouchers for town centre businesses of the entrant's choice.

"I feel really, really good!" he said. "I work in Sainsbury's in the Grosvenor Centre and we were on the delivery list for a batch of Golden Tickets to share with customers, so I thought I'd give it a go. I've chosen Superdry and Clues Clothing to spend the vouchers in – I'm looking forward to getting kitted out!"

Jessica D'Aulerio, Chair of the Northampton BID, said: "It's fantastic to hear such positive feedback on the Golden Ticket competition so far. A central part of the BID's remit is to encourage more visitors into the town centre and promote its fabulous range of businesses, so it's great to hear that the competition has got more people exploring the town centre.

Many congratulations to this week's winners, and we hope plenty more people will get their entries in for the final draw."

The final pair of Golden Tickets will be drawn next Monday, December 22nd. Each winner is invited to select two town centre outlets, one of which must be an independent, to spend their winnings in, and can choose from Northampton's fantastic selection of shops, restaurants, bars and cultural destinations. The Golden Ticket competition is part of the Northampton Town Centre Business Improvement District's (BID's) remit to promote the town centre and encourage more visitors into the area.

Entrants must complete a Golden Ticket entry form – available from town centre businesses and also printed in the *Chronicle & Echo* this week – and post it in one of the town's five Golden Ticket post boxes, located in the Grosvenor Centre, Market Walk, Market Square News, College Street Mews and the Royal & Derngate. The next two winners will be announced next week.

The BID's two recently recruited Northampton town centre Hosts will also be promoting the prize draw, delivering entry forms to businesses and encouraging shoppers to enter.

To download your Golden Ticket Prize entry form and for details and the detailed terms and conditions please visit the BID website: www.northamptonbid.co.uk

Golden Ticket entry forms are also available in the BID's new Discover Northampton Christmas 2014 magazine, which has been delivered to homes and businesses across the county this month.

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