



## PRESS RELEASE

# Fourth pair of Golden Tickets awarded to Northampton town centre shoppers

22<sup>nd</sup> December 2014

**Photo provided: of BID Chair Jessica with Golden Ticket cheque**

Northampton Town BID's final two Golden Ticket winners have been unveiled this week as Jane Buswell and Tracey Hodgkiss.

"I'm so pleased, it's brilliant," said mother of three Tracey, who lives with her family in East Hunsbury. "It's so difficult to choose where to spend them, there are such a variety of shops in the town centre. Our children are three, eight and 13 so the vouchers will probably go on toys and clothes. I've lived in Northampton all my life and do my shopping in the town centre all the time – the Golden Tickets are a great idea."

"I'm absolutely amazed that I've won," said Jane. "I've seen the Golden Ticket features in the papers over the past few weeks but you never think it'll be you. I'm going to spend some of the vouchers in Next on some clothes for the New Year and then I think I'll treat myself to some jewellery from one of the independent shops. It'll be lovely to have something special to remind myself of the prize draw. I'm absolutely delighted."

Town centre retailers have seen their sales increase this Christmas thanks to the Northampton Town Centre BID's Golden Ticket draw, with all eight winners asked to choose one high street and one independent business to spend their winning vouchers in.

High street retailers chosen by winners have included Marks and Spencer, Tesco, Sainsbury's and Super Dry, while winners have selected vouchers from independent retailers including Bonds the Jewellers, Papa Cino's, Clues Menswear, Zara Hair and Beauty, Rock Bottom Discount Warehouse and The Royal and Derngate Theatre.

Jessica D'Aulerio, Chair of the Northampton BID, said: "Eight shoppers have had an extra special Christmas thanks to our Golden Ticket prize draw and by ensuring all the winnings

are spent here in Northampton town centre we have also been able to support our resident stores and businesses during this peak period.

“By stipulating that winners must spend their vouchers in both independent and high street businesses we have been able to spread the monies won around our town centre and boost business for retailers of all shapes and sizes. We are delighted that so many shoppers have got involved and that feedback has been so positive.”

This year’s Golden Ticket prize draw, 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, has seen a record number of entries, with almost 3,500 shoppers posting an entry form – an increase on last year’s Golden Ticket draw.

**-ENDS-**