

NEWS STORY

Is yours the Golden Ticket? Find out all about our festive prize draw

Shoppers in Northampton are in for a special treat this Christmas, with a festive prize draw designed to encourage more visitors into the town centre.

Northampton town centre Business Improvement District (BID) is running its Golden Ticket draw for the fourth year, with winners only able to spend their winning shopping vouchers in Northampton town centre businesses.

Jessica D'Aulerio, Chair of Northampton Town Centre BID, said: "There is an amazing range of businesses in our town centre for winners and our Golden Ticket is designed to boost visitor numbers, the time people spend in Northampton town centre and to promote the incredible array of businesses we have here.

"Every penny people win will be spent here in Northampton town centre – an extra special Christmas not just for shoppers and their families but also for the businesses calling Northampton town centre their home."

For 2016 the BID will be rewarding eight shoppers with £500 each of shopping vouchers of their choice, £4,000 in total to be spent in Northampton town centre businesses this Christmas.

There are 10 Golden Ticket post boxes dotted throughout Northampton town centre – located in Bonds the Jewellers (St Giles Street), Debenhams (The Drapery), Gold Street Mews (Gold Street), Grosvenor Centre, Market Square News, Market Walk Shopping Centre, Phipps Albion Brewery (Kingswell Street), Royal & Derngate Theatre, Sheinman Opticians (Abington Street) and Voni Blu (Castilian Street).

Golden Ticket entry forms will be delivered to businesses across the town centre mid-November and our official press launch will be on Thursday, 17th November 2016.

Find out more

If you are interested in participating in the scheme or require any further information, please contact Chris Barker on 01604 837766 or e-mail info@northamptonbid.co.uk