



## PRESS RELEASE

### **Christmas comes early for winners of first £1,000 of Golden Ticket prizes**

*24<sup>th</sup> November 2014*

Two lucky locals have their siblings to thank for a £500 Christmas windfall, with the announcement of the first two winners of the Golden Ticket Prize Draw.

The competition, organised and funded by Northampton Town Centre Business Improvement District (BID), is giving away eight prizes of £500 worth of shopping vouchers in the run-up to Christmas – all to be spent in Northampton town centre.

Toni Donovan from Kingsthorpe and Sarah Denny, who lives in Abington, both received phone calls yesterday with the news that their names had been drawn – and both had their siblings to thank for entering them in the competition.

“My brother got the ticket for me,” explained Toni. “I did enter it last year but I hadn’t got round to it yet this time. I’m a little bit overwhelmed actually, I wasn’t expecting it at all. I’m going to sit down and go through the list of businesses so I can choose where to get vouchers for. I’m sure my son will help spend them for me!”

Sarah Denny had her sister to thank for passing on information about the Golden Ticket competition. “It’s a lovely kind of surprise just before Christmas,” she said. “I’m still deciding where to spend my vouchers. I think I’ll choose one of the big clothing stores and then an independent jewellers, and get myself a Christmas treat.”

Three Golden Ticket Prize Draw dates remain, with six further winners to be selected. They will each be invited to choose two town centre businesses, one of which must be an independent, and will receive a £250 voucher for both.

To enter, shoppers must complete a Golden Ticket entry form – available from town centre businesses – and post it in one of the town’s five Golden Ticket post boxes. An entry form is also available to download from the BID website at [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk), and in the

BID's Discover Northampton Christmas 2015 magazine, which has been delivered to homes and businesses throughout the area. The next two winners will be announced next week.

Jessica D'Aulerio, Chair of Northampton Town Centre BID, said: "Many congratulations to our first two Golden Ticket winners. The draw has proved hugely popular with visitors and businesses alike over the past years, and we're delighted to be running it again.

"There is a fabulous range of businesses in our town centre for winners to spend their vouchers in; they could pick up a designer party outfit, take their families or friends out for a spectacular celebratory meal or drinks, or even get their Christmas shopping all wrapped up. I'd encourage all readers to enter as soon as possible to be in with a chance in the next three draws."

The next three Golden Ticket Prize Draws will take place on Monday 30<sup>th</sup> November, and 7<sup>th</sup> and 14<sup>th</sup> December. Five gold coloured post boxes are located in the Grosvenor Centre, Market Walk, Market Square News, College Street Mews and the Royal & Derngate. They will be emptied every Monday ahead of the weekly draw. 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.

For details and the full terms and conditions of the Golden Ticket Prize Draw, please visit the BID website: [www.northamptonbid.co.uk](http://www.northamptonbid.co.uk).

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