



## PRESS RELEASE

### **Christmas dreams come true for second pair of Golden Ticket winners**

*1<sup>st</sup> December 2015* Two Northampton locals are looking forward to making their families' festive dreams come true, thanks to £500 prizes in the Northampton Town Centre BID's Golden Ticket Prize Draw.

Craig Middleton, who lives in New Duston with his wife and son, was delighted with the news. "It's lovely to have a bit of good news as our mum, and my children's Grandma passed away very recently," he said. "It's put a smile on my face so thanks to everyone concerned for that. I'm looking forward to getting some nice presents for my wife and kids this year with the vouchers."

"I'm so surprised, I never normally win anything," said Sarah Bridges, who lives in Brixworth with her husband and one-year-old son Anthony. "I got the Golden Ticket form through the letterbox and entered last year but didn't get anywhere, so it's amazing to win this time round. I think I'll choose the Royal & Derngate so I can take my son to the pantomime and my husband to some comedy – it's such a good 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.

Two Golden Ticket Prize Draw dates remain, with four 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: "We're thrilled with the response to this latest Golden Ticket Prize Draw. A key part of the BID's remit is to encourage more visitors into the town centre and promote the fantastic array of businesses located there, so it's great to hear enthusiastic responses from our entrants.

"We still have £2,000 worth of vouchers to award, so anyone after an early Christmas present should get their entry forms in quickly."

The next two Golden Ticket Prize Draws will take place on Monday 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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