



PRESS RELEASE

The final countdown: just one Golden Ticket prize draw remaining

8th December 2015 After bringing festive delight to families across Northampton, just one draw remains in Northampton Town Centre BID's Golden Ticket Prize Draw. Two more lucky winners were notified on Monday 7th December, each winning two £250 vouchers for the town centre businesses of their choice.

Nigel Walding, who lives with his wife in Weston Favell, was the first name out of the hat. "I picked up the entry form from the Royal & Derngate and that's probably one of the places I'll spend my vouchers in," he said. "There's such a great variety of shows there, it'll be brilliant to take my wife along."

"I'm feeling fantastic. I knew all about the BID and had seen the Golden Ticket draw for the past few years, so I thought I'd give it a go, but I never thought I'd win. Northampton town centre's great; I come here all the time for the theatre and the shops."

Gwyneth Winter lives in Duston with her husband, and with three grown-up children and five grandchildren, Christmas can be an expensive time of year. "I was totally shocked when I heard that I was a winner of the Golden Ticket. The vouchers will be very useful - especially this close to Christmas," she said. "I have chosen to spend the vouchers at Sheinman Opticians for myself and Sainsbury's Supermarket for the family."

"My husband actually completed the Golden Ticket coupon but put my name on it as a surprise."

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.

The final Golden Ticket Prize Draw will take place next Monday, 14th December. Two winners will be selected, with each 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, 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: “It’s lovely to hear all of our Golden Ticket winners’ stories of exploring our town centre and choosing which businesses to spend their vouchers in. Northampton town centre is such a diverse area, with great high street names and really unique independents as well. The Golden Ticket competition aims to showcase those businesses – as well as giving people an early festive treat.

“By stipulating that at least half of the businesses chosen by winners are independents, we’ve been able to ensure that the prize money is spread throughout the town centre and as many businesses as possible directly benefit.”

The final Golden Ticket Prize Draws will take place on Monday 14th 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.

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