

PRESS RELEASE

Christmas comes early for Northampton town centre shoppers and businesses

17th November 2016 Shoppers in Northampton have even more reason to celebrate this Christmas as town centre shops and businesses rally together to award £4,000 of shopping vouchers to eight lucky winners.

This year, for the fourth year running, Northampton town centre Business Improvement District (BID) is running its Golden Ticket campaign, which will see eight shoppers awarded £500 each of shopping vouchers of their choice to spend in Northampton town centre shops and businesses.

Jessica D'Aulerio, Chair of Northampton Town Centre BID owner of town centre print business Tangerine Red, said: "We are delighted to be repeating the success of last year's Golden Ticket prize draw, which will guarantee an extra special Christmas for eight lucky shoppers and their families and will also bring more shoppers into our town centre, a key objective for the BID.

"Crucially the winning vouchers must be spent here in the town centre and half must be spent in independently owned businesses, ensuring we support all our shops, venues and businesses, not just the big names during this peak, festive period."

There will be two Golden Ticket Prize Draws this year – Monday, 28th November and Monday, 12th December 2016.

To be in with a chance of winning all shoppers have to do is complete a Golden Ticket entry form, available at all town centre businesses, in the BID's newly published Discover Northampton Christmas magazine and on the BID website, and then post the entry form into one of the BID's specially branded Golden Ticket post boxes – 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).

John Sheinman, a Director of Northampton town centre BID and CEO of Sheinman Opticians, added: "Businesses are more involved than ever before with Golden Ticket and recognise that this festive initiative is an excellent way to entice more shoppers into the town centre. Like other businesses I am urging my customers and patients to complete and post a

Golden Ticket and hopefully, if they are one of the lucky winners, they may choose to spend some of their vouchers with us.”

Richard Clinton, BID director and operations director at Royal & Derngate, added: “Last year some of our Golden Ticket winners chose to spend their winning vouchers with us and we recognise that this is a great way to not only promote our business but to entice more people than ever before into our town centre. This is a festive bonus for many of our high street shops, independent retailers and resident businesses.”

For details and the full terms and conditions of the Golden Ticket Prize Draw, please visit the BID website: www.northamptonbid.co.uk.