

PRESS RELEASE

Valentines and half term – free promotion for town centre businesses

20th January 2017: Northampton town centre based businesses are all invited to take part in a new promotional opportunity.

Northampton town centre Business Improvement District (BID) is running a one page feature in the Northampton Chronicle & Echo in February, set to focus on town centre businesses in the lead up to Valentines Day and the school half term holidays.

There is no cost to you – this is funded by Northampton town centre BID which you are part of - so this is an excellent opportunity to promote your business.

To be a part of this editorial feature please send us your stories, special offers, photos, events and news. Please remember, we are looking for anything that has a Valentines or half term angle to it. For example, Valentines stories could include:

- Health and beauty – pampering that might be perfect as a Valentines gift
- Food and drink – special Valentines themed opportunities or offers
- Retail – gift ideas or promotions that would be a perfect gift
- Events and things to do – Family events in half term week

Part of the feature will focus on half term, so we are looking for venues to take part too – are you holding any special events for families? Do you have any activities or entertainment that would be perfect for the half term?

Here is what to do next. Send us up to 50-100 words and a high resolution image, ideally in a jpeg format please, to promotion@northamptonbid.co.uk.

Please note that this copy may be edited and the final deadline for copy and photos is **Friday, 27th January at 5pm**.

This feature is part of the BID's commitment to supporting the shops, salons, restaurants bars and cafes and the professional services located in the BID area.

Please note that this copy may be edited, and as we will operate on a first come first served basis, we cannot guarantee inclusion. Please also note that you must be up to date with your BID levy payments to be eligible for inclusion.