

New promotional magazine will entice shoppers to Royal Leamington Spa

BID Leamington is launching the first ever magazine aimed solely at promoting Royal Leamington Spa as a prime shopping destination. The glossy magazine, entitled '*Parade*' will be distributed to over 120,000 house-holds in Royal Leamington Spa, Warwick, Kenilworth, Coventry, Solihull, Stratford-upon-Avon and the surrounding villages prior to the Easter weekend. The promotion is another initiative from BID Leamington in which to help drive footfall to retailers and attract new customers particularly those from neighbouring towns.

'*Parade*' focuses on promoting the national retailers within the town. The eight page magazine features the season's hottest trends for men, women and children, top beauty buys, the latest entertainment technology and outdoor products. Each item lists the store from which it can be purchased and its location.

'*Parade*' is just one of many promotional campaigns undertaken by BID Leamington to entice visitors to the town. Last month a very successful campaign was launched entitled "Pamper Leamington" which encouraged visitors to experience a wide range of health & beauty salons. Future editions of '*Parade*' are planned and will focus on other retail sectors.

Helen Smith, Executive Director of BID Leamington, stated "This is another excellent initiative to encourage people to visit Leamington and experience the wide range of shops on offer. Leamington already has a fantastic reputation for shopping, ranging from small independent retailers to larger national chains. '*Parade*' is about giving visitors an idea of what can be purchased here and enhancing the town's existing reputation. For the first time we will be targeting nearby towns to encourage people to visit Leamington which has so much to offer on every level".

Additional copies of '*Parade*' will be available through BID Leamington and can be e-mailed out to anyone interested in the magazine promotion. Any business interested in participating in future promotions should contact Helen Smith at BID Leamington for more information.

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For more information, interviews and photo opportunities please contact:

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