

Competition winners celebrate 'Independents Day' with some fantastic prizes

An 'Independents' Day' event to promote Royal Leamington Spa as the home of the 'independent retailer' took place earlier this month and was organised by BID Leamington. The event attracted thousands of people from across the region who enjoyed a host of free entertainment including the 'Animal Relentless Bike Tour', The Cassidy Jets American Football Team, The Coventry Crew Cheerleading Squad, Silverstone Harley Davidson Ride Out and live music. Independent shops that took part in the promotion also reported a significant increase in footfall and sales during the day.

A number of fantastic competitions were organised by BID Leamington in conjunction with the event. The first prize was a trip to New York staying in a 4 star hotel on Broadway with return flights which was won by Louisa Hardy from Leamington Spa. On hearing she had won the prize, Louisa stated "I am absolutely thrilled to have won this amazing prize. This is the first time I've won a competition and I've never been to New York. As New York is infamous for shopping, I shall be taking my best friend with me!"

June Baker from Stratford-upon-Avon won £40 to spend at Driftwood in Park Street. June stated, "It was such a nice surprise to hear that I had won. I'm really looking forward to choosing something from their stunning collections knowing that I don't have to pay for it!" Other winners from the promotion include Helen Owen from Leamington Spa, Mrs J Lawrence from Kenilworth and Garry Maloney from Warwick who all won a 1,000 piece jigsaw from Dolls Domain in the Royal Priors Shopping Centre.

Helen Smith, Executive Director of BID Leamington, stated "The Independents' Day event was a fantastic success. Thousands of people lined the streets of Regent Street, Park Street and Warwick Street and enjoyed the carnival atmosphere and free entertainment. I would like to thank all the independent shops that took part and to congratulate all our winners who won some fantastic prizes."

For more information on Royal Leamington Spa, please visit the website at <http://www.royal-leamington-spa.co.uk>

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