

Media Release

Back By Popular Demand

Last year the SHOP Kaiapoi Campaign brought plenty of festive cheer to customers who shopped at participating businesses with 40 lucky winners walking away with prizes.

The SHOP Kaiapoi Campaign was delivered by Enterprise North Canterbury and saw Kaiapoi businesses join together to offer shoppers the chance to win more than \$6,000 worth of prizes.

The grand prize, a \$2,000 SHOP Kaiapoi voucher, was won by Paula van Kuppevelt of Kaiapoi, who was thrilled to receive her prize just in time for Christmas. "I have never won anything like this before," Paula exclaimed with a huge grin on her face when she was told that she was the winner.

Christmas also came early for 40 other lucky shoppers who each received in store vouchers from 88 Kaiapoi participating businesses. With such an impressive value of prizes on offer and over 6,000 entries, it was a near unanimous vote from Kaiapoi businesses to run the competition again this year.

The SHOP Kaiapoi Competition period commences 9am, 7 November 2011 and finishes 4pm, 2 December 2011. People can shop at any of the participating businesses during this period and upon purchase will receive an entry form to go into the draw to win one of the many weekly prizes and the grand prize \$2,000 SHOP Kaiapoi voucher. The grand prize draw will take place on Saturday 3 December 2011 at the Kaiapoi Carnival.

Enterprise North Canterbury and the Kaiapoi Promotion Association will run the campaign with some funding provided by the Ministry of Economic Development.

To make sure you're into win look out for smiling SHOP Kaiapoi posters hanging in participating businesses around Kaiapoi, run in and make a purchase. Good luck!

If you have any questions or comments about this campaign, please contact:

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