



CHRISTMAS WINDOW DISPLAY COMPETITIONS ARE LAUNCHED...

Introduction

In the busy Christmas period, when the competition between retailers to attract the avid shopper is never more evident, there is none more as important as the Christmas shop window. This year, the initiative is to run two competitions simultaneously – one for the retailers themselves and one to involve the community of St Helier at large.

How it works

Window display competition

This year, the winner will not be the biggest, or the retailer that has spent the most money on his/her display. The winner will be chosen by the best use of the window size available to them. In other words, the judges will be looking for the most innovative and unique display! We all know that St Helier retailers are a creative bunch, and now is their opportunity to prove it. The decision will be undertaken by a selected panel of key personnel, including Connetable Simon Crowcroft, Minister of Economic Development and David Warr, president of the Chamber of Commerce. The winning shop will be announced by Peter Mac in public on the evening of 22nd December during the highly popular late night Christmas shopping evening. The winning retailer will be the recipient of an engraved trophy to display proudly within their premises, as well as an amazing prize.

Community competition

During the month of December members of the public - and particularly schoolchildren – will be encouraged to visit each display and ascertain which stores have “hidden” stickers contained within their window display. These stickers will be revealed to the public at large when the competition commences on 1st December. They will then complete an entry form to be found on a weekly basis within the Jersey Weekly publication, throughout the town shops, online and via Channel 103’s very own website. Also, very new, a texting number which people will be able to use (kindly provided by Sure Cable & Wireless).

Details will be clearly announced on launch day.

The children and members of the public will also be asked to fill in their “chosen” school on the entry form and the school with the most correct answers will be the lucky winner of a £500 cash prize to be given to the school for their own use. So by entering the competition and voting for your favourite display, you can also help your favoured school on the island!



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Peter Mac from official media partners, Channel 103FM, will then appear in public on the last late night shopping night of the series – 22nd December – and announce the winner to the assembled crowd.

Simon Crowcroft, Connetable of St Helier said, 'I applaud this exciting and fun initiative. As well as encouraging all retailers to participate and make this Christmas really special, I am delighted that the organisers have had the forethought to ensure a local school benefits from this.

This event is a great opportunity, following the success of the Jersey Customer Service Awards, to keep the community motivated about the local retailer and reinforce the message to “Buy Local”.

For any enquiries please contact the organisers, Claire Boscq-Scott on 07797 828950, or Julie Todd on 07781 116713.

ENDS.