

# DOWNTOWN STRATFORD

## **DOWNTOWN STRATFORD BIA**

### **“Winter Walk Around the Block” Contest and Ten Bucks Back Promo!**

*WANDER TO WIN one of four \$100 prizes; REDEEM RECEIPTS for \$10 back!*

**Stratford, January 29, 2024 - The Downtown Stratford Business Improvement Area (BIA)**, announces today a winter contest giveaway - ***Winter Walk around the Block!*** The promotion, organized and funded by the BIA, encourages residents and visitors to ***Wander the Streets of Downtown***, find the treasures that would make them feel cozy, then share them via social media. Join us on a [Winter Walk around the Block!](#)

Each week - for four weeks - enter to win \$100 Downtown Dollars by sharing where you would shop or dine for items that bring you cozy comfort in the cold winter months. Follow the calendar below for examples of what to find and when. Simply drop the WHERE and WHAT into the Instagram post on the Tuesday or Wednesday of that week and check back in Thursday to see if your name is drawn!

### **CONTEST OVERVIEW**

- **WEEK #1** - January 30 and 31 - FOOD FOOD FOOD - Tell us where you're going to eat cozy food like braised meats, fondue, soups, indulgent chocolate - or where you're picking up cookbooks, warm spices, cooking gear, or ingredients to make your own meals.
- **WEEK #2** - February 6 and 7 - SELF-CARE SELF-LOVE - Where are you going to indulge in a facial, bubble bath, a head massage and haircut, hot yoga, salt room, candles, skin care products, eye mask?
- **WEEK #3** - February 13 and 14 - DRINKS DRINKS DRINKS - Think steaming coffees, warm cocktails, scrumptious red wine, hot cocoa, teapots and loose tea for home.
- **WEEK #4** - February 20 and 21 - COZY COZY CLOTHES - Share where you're buying your favourite socks, warmest sweater, best outdoor gear (scarf/ mitts/ hat), snuggliest pjs.

### **TEN BUCKS BACK**

Another way to Win this Winter is to participate in our Ten Bucks Back program! KEEP YOUR RECEIPTS dated from Feb 15-29 and cash them back - for every \$100 spent

*before tax* you receive \$10 back in promo dollars! Check out [Ten Bucks Back](#) and plan out your shopping experience.

Receipts can be turned in at the following locations:

- Monday to Friday - RBC located at 33 Downie St - 9:30am-5pm
- Saturday - Destination Stratford located at 47 Downie St - 9am-Noon; 1pm-5pm

**Important Note** - While shopping/dining receipts must be dated between February 15th and February 29th, receipts may be handed in for TEN BUCKS BACK up until Monday, March 11th ***until supplies last***. *Promotion dollars must be spent by April 30, 2024.*

(So...if you win the Winter Walk around the Block contest, we're giving you money to spend during Ten Bucks Back, where you will receive even more money to spend. WOW!)

Jamie Pritchard, General Manager of the BIA adds, "We are offering not one, but two great activities to ward off the February blues! We'll be giving away \$400 in Downtown Dollars during the Winter Walk around the Block contest followed by \$10,000 in promo dollars during our annual Ten Bucks Back program. Funds given out will come back into our downtown business so we couldn't be happier!"

#### About Downtown Stratford BIA

The Downtown Stratford Business Improvement area (BIA) was founded in 1973 and is made up of eight downtown small businesses and property owners as a volunteer board, and a dedicated staff, who work in partnership with the City of Stratford to create a thriving, competitive, and safe business area that attracts shoppers, diners, tourists, and new business. By working collectively as a BIA, our local downtown businesses have the organizational and funding capacity to be catalysts for civic improvement, enhancing the quality of life downtown and the city as a whole.

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