



## Loyalty Card Competition

We are delighted to be supporting local businesses during our six-week 'Orkney Loves Local' campaign, and now, we want to make sure this effort leaves a **lasting impression**.

The Orcadian plans to launch a loyalty card competition, aimed at increasing footfall in local shops during the quiet winter months.

This **one-off**, nine-week competition will launch on October 1, and the winner will be presented with a voucher in early December — worth we hope, a minimum of £500 — for a fantastic Christmas Shopping spree, in local participating shops only.

The concept is simple — cardholders must spend £10 or more in any **single visit** to participating businesses shops/outlets, to receive a stamp on their loyalty card. They must do this on **five separate** occasions in order to fill their card and enter the prize draw. There is no set limit on the number of entries per person, and more cards will be available if required.

We are asking businesses to come on board, for the **princely sum of just £30**. Included in the package is:

- your stamp
- a **listing online for the full nine-week duration** of the competition
- a **listing in the newspaper every week** until the winner is announced in December

The loyalty cards will be issued to the public via the newspaper on Thursday, October 1, in a special insert which will list all participating businesses. We then plan to announce the winner in the newspaper, nine weeks later on December 3.

We have been genuinely overwhelmed by your support for our campaign so far, and we hope you will join our efforts to sustain the good work into the winter.

This competition is designed to put money back into the local economy, so it benefits us all. It will **encourage local shopping, and promote your business** via our newspaper and online platforms on a regular basis. We look forward to having you on board — and to give someone a Christmas to remember!

To take part email our sales team, at [adverts@orcadian.co.uk](mailto:adverts@orcadian.co.uk) by Monday, September 14.

Kind regards

*The Orcadian Team*