

PALAVAR MAVEN  
copywriter



## Gloucester Road's "Win Your Christmas" Winner Announced

*Just one year on from the first signs of the cracks in the global economic crisis, the Gloucester Road BID announce the winner of an entire Christmas to be Mrs Catherine Sadler from St. Andrew's.*

On the eve of the penultimate weekend of Christmas, Gloucester Road traders pooled together the funds they've raised from their Win Your Christmas competition, and celebrated the grand total of over £350 to be donated to local charity.

Julian House run the homeless shelter in Montpelier all through the year, but is especially busy at Christmas when Caring for Christmas help run the shelter. Julian House is special in that every single penny raised goes to the front line services, as all the admin and background work is carried out by volunteers.

As the winning ticket, entered at local gift and homeware shop Reason, was drawn last night, temperatures were the only thing that was mild on Gloucester Road. Although late night shopping is now over, the atmosphere on Gloucester road is still electric, with shoppers and traders buzzing.

Speaking as a representative of the Gloucester Road BID (Business Improvement District), Sam Mant said, "With only six shopping days to go to bag Christmas, Catherine is lucky to have a Christmas she can remember all sewn up. Shoppers with a last minute rush are reminded that everything they could want is available on Gloucester Road." Retailers can expect a surge in last minute shopping, as ordering online postal dates can now not be guaranteed to arrive in time for Christmas Day on Thursday.

Catherine is collecting her prize of a bumper hamper; filled to the rafters with fabulous food and delicious drinks just being the tip of the iceberg for prizes. Sourced solely from traders on Bristol's longest independent shopping street, the hamper contains everything Mrs Sadler could need to make Christmas special this year. The hamper is by no means a modest affair, containing an extravaganza of goods: from fitness sessions and photo session vouchers to create special memories for the family. Of course, teeming with the more traditional Christmas fare, such as a glorious turkey and gammon with pigs in blankets and all the trimmings, fresh veg and fruit, lights, handmade children's toys and so much more.

The winner, Julian House and traders will all be present at Besley Hill Estate Agents to capture the prize giving event, celebrating over 225 independent traders who participated in the giveaway, holding strong to keep the city alive with its strong community spirit. Restaurateur Katie Brokenshire from newly revamped The Runcible Spoon said, "We've seen a roaring trade of enthusiastic shoppers this week stopping off for warming festive drinks and bites to eat. This competition has reinforced the community spirit of our city. Much needed after recent events."

To read more about the competition and prizes, or to show your support for the BID initiative, please visit the Facebook page at <https://www.facebook.com/pages/Gloucester-Road-BID-Ltd/260127894197227?fref=ts>

### Notes to editors

Besley Hill Estate Agents will be hosting the hamper presentation at their office on Friday 19th December, at 4.30pm. There will be opportunities for photo opportunities and comment.

Providing baked cakes and goodies, coffee, tea, and Bucks Fizz & Mulled Wine – they will collect additional donations for Macmillan.