

# BUSINESS E-BLAST



Issued: 10th Sep 2021

Women's Tour 4th October 2021



To celebrate the Women's Cycling Tour visiting Banbury Town on 4th October, the Banbury BID have some promotions we would like you to be part of.

For more up to date information on The Women's Tour including timings visit <https://www.womentour.co.uk/stage-one-timetable/>

We hope to use this event to drive traffic to our consumer facing website, [www.experiencebanbury.co.uk](http://www.experiencebanbury.co.uk) which will in turn drive people to your business website.

Our social media promotions will be featuring bikes, health and fitness. We encourage you all to like and share our promotions.

All businesses who want to take part can display a Women's Bike Tour Poster, featuring a link to our Experience Banbury Competition. Please let us know if you would like to display a poster and we will get one delivered to you.

If you are able to please take the opportunity to dress all or part of your windows with bike paraphernalia for the arrival of our visitors, that would be great to see but totally optional.

In the run up to the actual event there will be promotional days within Marketplace from some of the town businesses. A complimentary market stall space has been kindly offered to the BID by Cherwell District Council.

On the day of the event, the Banbury BID team will be working with Cherwell District Council to encourage visitors to come up into the town, by handing out Experience Banbury branded items, and promotional postcards to encourage people to visit [www.experiencebanbury.co.uk](http://www.experiencebanbury.co.uk) and enter a fantastic prize worth £500.00.

Please get in touch if you would like to display a Women's Bike Tour Poster or if you have any other ideas for how you can get involved.

Should anyone have any questions on the above, please feel free to contact me.

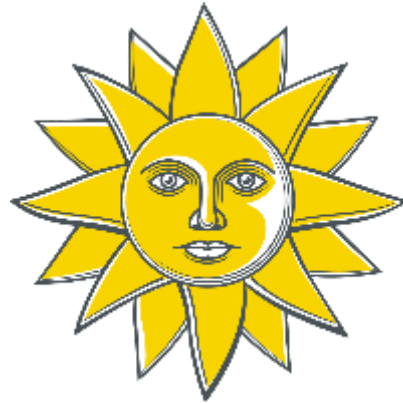
All the best,

**Yolanda Fletcher**

**Manager Banbury BID**

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