BUSINESS E-BLAST

Issued: 12th November 2021

Experience Banbury Christmas 2021

We are looking forward to bringing some festive fun to Banbury this Winter and would like to remind everyone about the wonderful events coming up!
These festive events have been designed to encourage visitors and increase footfall in the town.
To help create the festive atmosphere in the town we would love to see your festive window displays and promote your festive products and services over the coming weeks to enhance the Banbury Christmas Experience.

Saturday 20th November 2021
The first of our events will be the Festive Lantern Parade and Festive Light Show Switch on event.
Banbury's Festive Lantern Parade will be a fantastic event for everyone to enjoy and bring the community together.

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Following our spectacular lantern parade through the town, the grand finale will be the first showing of our brand-new Festive Light Show in Cornhill that will run every night until 5th January. We hope this will attract visitors in to the town for the evening. This event is delivered in partnership by Banbury Town Council and Banbury BID.

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How to get involved:

We encourage you to participate in the parade and would be delighted if you bring your own branded lanterns or even just follow along. If you can't leave your shop or business, why not decorate your window with your own lantern or share with us the details of your festive promotions so that visitors can make the most of the day with Christmas shopping and enjoying our many pubs, cafes and restaurants in the evening.

Friday 3rd December - Saturday 4th December 2021 Live Reindeer in Market Place

We are delighted to welcome a little bit of Christmas magic to Banbury Town Centre. Visitors will be able to find out more about these beautiful animals and have their photograph taken with them.

Saturday 11th December – Sunday 12th December 2021 Snow Globe

Large enough to fit up to 8 adults, it's the perfect setting for a festive photo opportunity for families and friends.

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Make the most of these opportunities to share on social media. Why not have a team photo taken in the snow globe or with the reindeer to promote your own business?

Further details can be found at experiencebanbury.co.uk.

Your Christmas and New Years Eve activities and events

In the run up to Christmas we will be promoting events, activities and offers that you, the BID businesses have planned throughout November and December on the Experience Banbury website and social media. If you have anything planned, whether it's a Festive menu or fun day or a spectacular New Year's Eve Party we would love to hear from you.

Simply send the details to marie@banburybid.com with an image.

Promotion

We are promoting the experiencebanbury.co.uk website with an extensive out of town advertising campaign. You will see our adverts in localised publications, bill boards, the back of buses, and digital displays in neighbouring towns plus you might hear us on the radio.

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

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All the best,

Jo Samways
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Banbury BID - The Mill Arts Centre, , Spiceball Park Road, Banbury, OX16 2PA - Tel: 07375243923

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