

Town Clerk | Swaffham Town Council

From: Regeneration <Regeneration@breckland.gov.uk>
Sent: 28 October 2021 17:02
To: Regeneration
Subject: Christmas Reindeer Trail

Hi,

As we approach the festive season, we've been looking at ways to encourage shoppers to our local high streets and raise awareness of our businesses this Christmas.

Building upon the successes of the elf trail of previous years, we'd like to invite you to participate in our Christmas 2021 Reindeer Trail.

The trail will welcome Breckland residents and visitors to find Father Christmas' lost reindeer across our 5 market towns. The trail will consist of a poster to be displayed at the premises of participating businesses, as well as a uniquely named reindeer prop to enhance Christmas window displays in our communities.

Those residents who wish to participate will be able to download all resources, including a submission form and list of all businesses taking part from the Breckland website. We will ask participants to find 10 reindeer across the region and submit an entrance trail form. We will award 5 randomly selected winners a prize in the new year (these prizes are yet to be confirmed).

The trail will run from Saturday 27th November until Friday 24th December 2021.

Breckland officers will be visiting you soon to discuss further, but if you'd like to participate, please contact amelia.moy@breckland.gov.uk for more information.

Thank you in advance

Amelia

Amelia Moy | Business Support Officer – Visitor Tourism | **Breckland Council**
M: 07770933604
W: www.breckland.gov.uk



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