

The Great Edinburgh Easter Egg hunt – calling all city retailers



Do you own a retail business in the city? Then Bruntsfield Traders Association would like to invite you to join in the Independent Easter Campaign. As independent traders they know that keeping their customers happy is essential. So they are setting up an Easter Egg hunt promoted by the Independent Easter Campaign, and are calling on any retail business owner in the city to join in.


The Idea

Shoppers will pick up a map of participating shops etc and will make their way round them collecting stickers to put next to those shops, restaurants and coffee shops which they have visited. Once they have enough stickers they can then collect a certificate from the last shop they visit to confirm that they have completed the hunt and ideally get a bit of chocolate from them too.

What's needed from the retailers

Retailers put up the posters and promote the event as much as possible via every method possible.

It would also be nice if each shop could hand out a chocolate of some kind to those who complete the hunt in their shop.

The idea is a bit of cross-promotion among businesses  either in particular areas or across the city if there are enough retailers interested. The competition will run from Saturday 23 March to Sunday 14 April 2013, and shoppers will collect virtual Easter eggs on their journey.

Hugh Faulkner of BTA said:-“There are so many things you can say about this, what with shops closing down left right and centre and people shopping more and more at out of town centres or on the internet which doesn't put more than about 5p per £1 back in to our local economy. If people shop locally then 50p to 70p of every £1 they spend makes its way back in to our local economy which helps us all.

This is also a fun way for shops to reconnect with our local community and our shoppers and if shoppers buy in to it then we can make sure that we provide lots more events like this for the communities we serve.”

There is more information here on the [Independent Easter website](#) or you may contact Hugh Faulkner at Gulliver's Toys by email info@GulliversToys.co.uk

