

Join the Treasure Hunt to find an Edinburgh Gift Card

Essential Edinburgh , the Business Improvement District for the city centre has come up with a new idea this Christmas. They are giving you the chance to win two of their new Edinburgh Gift cards worth £175 this Thursday and Friday.

You can join the treasure hunt on social media using @EdinCityCentre to find the clues and perhaps the cards themselves. One card will be available each day.

On Thursday the £75 card will be hidden after 5.00pm when shoppers might be out late night shopping. and on Friday you can search for the card from 12.30pm with a lunchtime dash around the city. Look for the clues on [Twitter](#) and [Instagram](#).

The Edinburgh Gift card allows you access to 70 retailers in the city centre and makes the perfect Christmas present.

Chief Executive Roddy Smith of Essential Edinburgh said: “The new Edinburgh Gift Card is an opportunity to give the gift of a whole city centre to a loved one. The card has been introduced to showcase our vibrant and varied city centre and with over 70 businesses currently signed up, it really does. From retail to hospitality and beyond, there is a city centre business to suit all tastes and budgets and so the Edinburgh Gift Card makes a perfect gift option for those that are particularly tricky to buy for.

“As it’s the season of giving, I’m really excited to be able

to give everyone who lives and works in the city the chance to get their hands on the cards with our treasure hunt. I'd encourage everyone in Edinburgh to head into the city centre on Thursday and Friday and keep their eyes peeled for the bright orange gift cards, and join in the fun!"



Essential Edinburgh gift card for Christmas

For those who can't join the treasure hunt, but want to give the gift of the city centre this Christmas, the Edinburgh Gift Card can be purchased online via www.edinburghgiftcard.com with values ranging from £10 to £500. The cards can be redeemed in a single transaction or spread out across the varied outlets.