

Easter Egg Hunt begins today in Edinburgh city centre

Essential Edinburgh, the city centre business improvement district organisation, has organised an Easter Egg Hunt involving city centre businesses – and it begins today.

There is a £500 Edinburgh Gift Card to win along with discounts and other prizes if you find ten specially designed Easter eggs.

The golden egg worth £500 is valid at over 90 businesses and is hidden somewhere outdoors. If you spot it then take a photo and share it on social media tagging @EdinCityCentre to enter the competition.

There are nine other eggs hidden in city centre businesses of all kinds from food to fashion. Find the secret egg and the word hidden in the design at the till point and you might win.

Discounts and free treatments are available at other food and retail businesses.



Sisters Mollie and Isla McNally are getting ready for a cracking Easter

Teasers about where each egg is located will be shared on Essential Edinburgh's social media channels @EdinCityCentre

The Essential Edinburgh Easter Egg Hunt is free to join and live throughout the full duration of the Easter school holidays, making a tour around the town fun for all.

Roddy Smith, Chief Executive of Essential Edinburgh said: "Our Easter Egg Hunt is set to be a real cracker. Our special Easter Eggs have been hidden across the city centre and the variety on offer – from a £500 golden egg, to discounts and prizes from a range of great businesses – truly shows how exciting the city centre is. This is the perfect opportunity to see what Edinburgh city centre has to offer – from first-class hospitality to quality retail in a way that's fun for all."

For more information and full Ts & Cs:

<http://www.edinburghcitycentre.co.uk/>

- Participating outlets include:
 - Route One
 - John Lewis
 - Yo Sushi
 - Body Shop
 - White Stuff
 - Bonkers
 - Tigerlily
 - Rabble
 - Eastside



You might win the big prize if you hunt for the clues!