

22. November 2023

City marketing

Bocholt wish list campaign in Osterstraße and the Liebfrauenviertel neighbourhood

For the second time this year, the well-known wish list campaign will take place not only in Nordstraße but also in Osterstraße and, for the first time, in the Liebfrauenviertel. Based on the real estate and location community Altstadt Bocholt and the associated overarching implementation of previously street-related campaigns, the wish list campaign will once again take place in Osterstraße in 2023. Tobacconists Fink, Die Wäschetruhe, Raumgenuss, Schuh Rekers, Wilhelm-Busch-Apotheke, der Nähkasten, Trödel und mehr by Amadelius and Optello Optik Hund will be taking part from 23 November. Children in need who are looked after by the JUSINA association will be allowed to write their wish lists. A total of around 70 wish lists can be expected here. In the Liebfrauenviertel district, the Bischof-Ketteler-Schule and the Gerburgis mother-child facility run by Caritas will be distributing wish lists - around 40 in total - and Orthopädieschuhtechnik Kampshoff, Bäckerei Schröer, Haus der Weine, Hardys geknüpft Bodenkunst, Eisenbahnmodellbau, Freiwilligen-Agentur Bocholt and Optik Millert will be taking part as shops.

How does the wish list campaign work in Osterstraße and the Liebfrauenviertel?

The wish lists are designed and made by the children themselves or painted and cut out with the help of carers/teachers. The slips of paper are labelled with name, age and wish. Some shops then hang them on their own Christmas trees or integrate them into the shop decorations. The customer of the respective shop chooses a wish list and buys the gift. They then bring the gift and the wish list back to the shop. Anonymity is guaranteed! If you like, you can wrap your gift, otherwise the shops will be happy to take over the wrapping service. The maximum gift value should not exceed €30. The child receiving the gift will be delighted with a few nice personal words or a beautiful Christmas poem.

Gifts are delivered to JUSINA, the Bischof-Ketteler-Schule and the Gerburgis Mother and Child Centre of Caritas shortly before Christmas

The gifts are handed over personally in good time before Christmas. Martin Biermann from Tabakwaren Fink will present them to the employees of JUSINA and Reinhold Kampshoff from Orthopädieschuhtechnik Kampshoff will hand them over to the Bischof-Ketteler-Schule and the Gerburgis Mutter-Kind-Einrichtung run by Caritas. They will in turn distribute them to the respective families.