

04. April 2024

City marketing

Bocholt's first city quiz begins!

Win Bocholt vouchers worth over €3,500



DAS GROSSE STADT QUIZ

Wie schlau ist **BOCHOLT**?

Gewinne im Wert von über 3.500 €

10 Minuten, 10 Fragen, jede Menge Spaß!

AKTIONSZEITRAUM: 22. - 28.04.

QUIZZE TÄGLICH UM 20.40 UHR

bocholt-gutschein.de/stadtquiz

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Stadtmarketing Bocholt invites citizens and visitors to put their general knowledge and knowledge of the city to the test and compete in an exciting knowledge competition. The first Bocholt city quiz starts **on Monday, 22 April at 8:40 p.m.** and promises a mixture of entertainment, excitement and general & local knowledge. And as a little incentive, all quiz enthusiasts can even **win Bocholt vouchers with a total value of over €3,500.**

The Bocholt Voucher was introduced in Bocholt in 2020 and has helped many Bocholt retailers, restaurants, service providers and self-employed people during the difficult Corona period thanks to an enormous subsidy from the city of Bocholt (totalling €1.3 million) and boosted sales in Bocholt during this time. Since then, the Bocholt voucher has been a popular gift - even without a subsidy - and many employers have made it available

to their own employees as a form of recognition and also as a tax-free benefit in kind. The voucher can be redeemed at over 80 points of acceptance.

Anyone can take part in the city quiz

How can you take part? Every "city quizzer" opens the city quiz app or the website <https://bocholt-gutschein.de/stadtquiz> on their smartphone shortly before 8.40 pm during the campaign period and logs into their "chayns" account (which many people will remember from the corona tests). If you haven't registered yet, you can do so quickly.

And then it starts: **10 minutes, 10 questions and lots of fun!**

All players compete live on their smartphones at the same time, you can't be eliminated for the first three questions, and if you answer these three questions correctly, you even get a bonus point. The next seven questions are knockout questions; if you answer a question incorrectly here, you are unfortunately eliminated. However, you can also answer the next questions for fun, but these are not counted. Once an answer has been logged in, it can no longer be changed. Finally, all correct answers are counted and you are placed in the ranking list. If several players have answered the same number of questions correctly, the average answer time is decisive.

Jokers are also available, you can invite friends and you can also submit questions yourself - all information and the rules of the game can be found here: <https://stadtquiz.de/spielregeln>

The winners will receive their Bocholt vouchers directly after the city quiz in the digital wallet (chayns Cards). The vouchers are valid for a short period of 14 days - after that the prizes expire.

Prizes worth over €3,500

The campaign periods of the Bocholt city quiz are as follows

22 - 28 April 2024 at 8:40 pm - win €250 worth of Bocholt vouchers per day

06 - 12 May 2024 at 20:40 - win €250 in Bocholt vouchers per day

03 - 09 June 2024 at 20:40 - win retailer vouchers per day

"We are delighted to present the first Bocholt city quiz digitally", says Ludger Dieckhues, Managing Director of Wirtschaftsförderung & Stadtmarketing Bocholt. "It's a great opportunity for people of all ages to quiz, have fun and at the same time refresh their general knowledge, answer questions from Bocholt and learn more about our wonderful city. We cordially invite everyone to pull out their smartphone **at 20:40** during the campaign periods and take part in the city quiz free of charge."

"If the Bocholders and guests of the city accept the city quiz well, we can imagine running the quiz every evening, like other cities - then there will be Bocholt vouchers to win on special occasions and promotions", says Kerstin Schmitt, employee at Stadtmarketing Bocholt. "We are particularly pleased that we have already been able to inspire retailers to provide prizes for the city quiz on one day during the campaign period and thus utilise the enormous local advertising effect - more retailers are welcome to contact us", Schmitt continues.

All friends of quiz games and those who want to become one are cordially invited to take part in the Bocholt knowledge quiz show. All information can be found at <https://bocholt-gutschein.de/stadtquiz>. 