

28. November 2023

City marketing

Fourth "Motto Thursday" for retailers in Bocholt city centre

07.12.23 Do-it-yourself gift wrapping

"Do-it-yourself" gift wrapping is a creative and personal way to wrap presents - so just before Christmas, it's a hot topic that ISG Altstadt Bocholt e.V. is taking up at what is now the fourth Motto Thursday this year. A pavilion will be set up on St.-Georg-Platz for the Bocholt evening market/Christmas market and a "craft fairy" will work with customers and children to create simple gift wrapping, make decorative Christmas tags and wrap gifts sustainably with newspaper. DIY craft stations will also be offered in participating shops.

"This campaign fits perfectly into the Christmas season. The idea of sustainability is also important to us, because you can make creative gift wrapping from so many everyday objects and don't always need glossy gift paper or foil," says Mechtild Hoff, 1st Chairwoman of ISG Altstadt Bocholt e.V. "We want to give customers another incentive to visit Bocholt and offer a fun shopping experience in Bocholt in addition to shopping in the city centre," Hoff continues.

After the three successfully introduced Motto Thursdays on 07.09. with the theme "Culinary delights from Bocholt for shopping at home" and on 05.10. with the theme "Autumn crafting fun" and on 02.11. with the theme "Campfire feeling with stick bread & marshmallows", the fourth Motto Thursday is now coming up this year. But this won't be the last: a sequel is already being planned for 2025. More information will follow.



MOTTO DONNERSTAG

 – JEDEN ERSTEN DONNERSTAG
IM MONAT

*DIY Geschenkverpackung
am Do. 7. Dezember
auf dem St.-Georg-Platz*



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