

23. January 2024

City marketing

## Motto Thursday "The festive season begins!"

Following the successful kick-off of Motto Thursday in January "Happy New Year!", Motto Thursday will be continued in February under the motto "Jecke Zeit beginnt!" to coincide with the start of the carnival season. The new series of events introduced by the ISG Altstadt Bocholt board in September 2023 invited customers to Bocholt city centre under various themes. The campaign series has now become well established in Bocholt's city centre and was able to inspire many visitors with various craft activities and tastings of small treats and increase the quality of stay in Bocholt's city centre. The series of events is intended to illustrate that the city centre is not just about shopping, but also offers the opportunity to discover new things and to experience and linger in convivial moments together.

In keeping with the motto **"The carnival season begins!" on Thursday, 1 February**, small Berliners and Americans will be handed out by participating retailers in the city centre shops. All customers are cordially invited to help themselves to the sweet treats in the shops and get into the culinary mood for the colourful 5th season. A special event also awaits young visitors to the city centre at the evening market. In front of the hist. Town Hall there will be a children's colouring station. Children of all ages can get colourful face painting or cut out and paint masks.

Motto Thursday immerses the city centre in the fascinating ambience of the 5th season and gives it a colourful and exciting flair.



**MOTTO DONNERSTAG**  
– JEDEN ERSTEN DONNERSTAG  
IM MONAT

**DO**

*„Die Jecke Zeit beginnt!“  
am Do. 1. Februar*

\*Naschereien in  
teilnehmenden  
Geschäften und  
Kinderschminken  
auf dem Abendmarkt

**ALTSTADT  
BOCHOLT**   
*Gemeinschaft erleben.*

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