

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.

A festive poster for 'Motto Donnerstag' in Bocholt. The background is dark red with colorful confetti. At the top left is a green square logo with a white 'C' inside a circle. The main title 'MOTTO DONNERSTAG' is in large white capital letters. Below it, a calendar icon shows 'DO' for Thursday, followed by the subtitle '- JEDEN ERSTEN DONNERSTAG IM MONAT'. A handwritten-style quote in white says '„Die Jecke Zeit beginnt!“ am Do. 1. Februar'. On the left, white text describes activities: '*Naschereien in teilnehmenden Geschäften und Kinderschminken auf dem Abendmarkt'. The bottom left features the 'ALTSTADT BOCHOLT' logo with a red roof icon and the tagline 'Gemeinschaft erleben.' in red script. The bottom right shows a close-up of a red and gold masquerade mask, red streamers, and powdered donuts.

MOTTO DONNERSTAG
– JEDEN ERSTEN DONNERSTAG IM MONAT

*„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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