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City marketing

Motto Thursday - New action of the traders' association in the city centre



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Bocholt. The board of ISG Altstadt Bocholt e.V. has come up with a new campaign for all Bocholt residents, visitors and guests to the city. Starting in September, a "**Motto Thursday**" will be introduced in Bocholt's city centre, always **on the 1st Thursday of the month** at the evening market from 3 pm. The town centre community will offer customers something special on these days through the various mottoes, thus drawing attention once again to the fact that shopping and strolling in the town centre is a shopping experience and fun.

On the one hand, Motto Thursday will be visible in the shops, e.g. through smaller activities, decoration in the shop window, etc., and on the other hand, the evening market will also be included, with various activities taking place depending on the motto, e.g. handicraft activities, campfire feeling, etc.

First "Motto Thursday" on 07.09. with culinary delights from Bocholt for shopping at home

On Thursday, 7 September, the community will start with the motto **"Culinary delights from Bocholt for shopping at home"**. For this purpose, the already familiar "Heimat shoppen" paper bags and balloons will be distributed throughout the city centre so that customers can use the free bags when shopping from 7 September onwards. To go with the new "Heimat shoppen" napkins, participating traders will be offering culinary platters with cheese snacks, sausage snacks and small bread confectionery from local traders to try. A Tourist Info stand will be set up at the evening market, where souvenirs and accessories from Bocholt will be on sale.

"The Heimat shoppen campaign is organised by the North Westphalia Chamber of Industry and Commerce in cooperation with the North Rhine-Westphalia Trade Association and takes place every year to draw more attention to the importance of shopping locally and making it an experience. And our new "Motto Thursday" campaign with the theme "Culinary delights from Bocholt" fits in perfectly," explains Mechtild Hoff, 1st chairwoman of the ISG Altstadt Bocholt. "We simply want to offer our customers special little promotions and show that we place particular value on personal service and that the city centre continues to be a lively place of exchange and encounter," Hoff continues.

The next Motto Thursdays this year are on **05 October, 02 November and 07 December** - everyone can look forward to the different mottoes.