

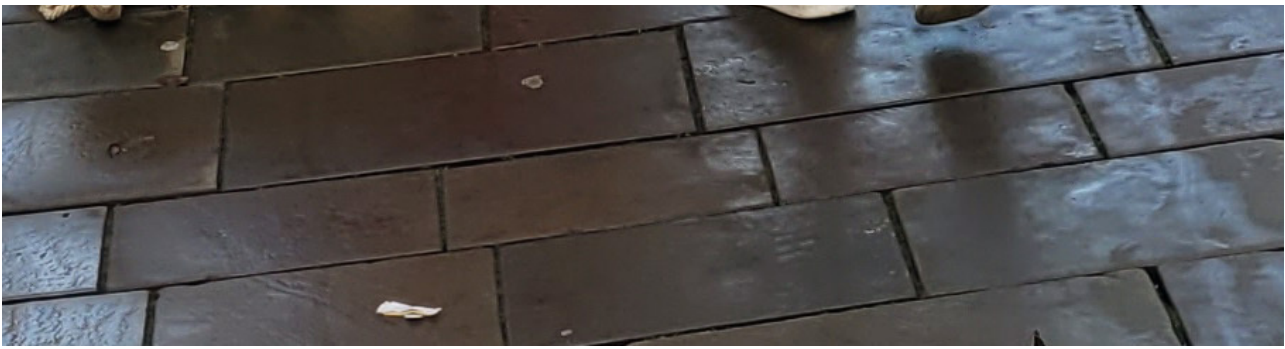
07. December 2023

City marketing

St Nicholas stocking campaign successful

Over 700 boots were found in the shops on St Nicholas' Day





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Yesterday afternoon, St Nicholas was once again out and about in Bocholt city centre, helping the children to find their boots filled with goodies.

He not only carried the well-known Golden Book with him, in which he had noted all the boot numbers and the respective shops, but also had a friendly smile and kind words for every child who approached him with curiosity.

From 2 p.m. onwards, St Nicholas had his hands full as many children accompanied by parents, grandparents or friends flocked to the shopping streets of Bocholt's old town. They came to find their boots, which they had left empty a few days earlier, filled in the windows of the participating shops. The children searched for their boots in the shop windows with great enthusiasm and returned to St Nicholas after a successful search to take a souvenir photo at the end.

The campaign, which originally began as a traditional event in Nordstraße, was successfully extended to the other shopping streets in Bocholt's historic city centre for the second time this year. A total of over 700 boots were handed in to the shops.

The positive atmosphere of the St Nicholas boot campaign, which is enjoyed by numerous children every year, was unfortunately spoilt this year by some families handing in multiple boots at different locations.