

14. December 2023

City marketing

Wish list campaign 2023

Four Nordstrasse shops handed out 130 wish lists to their customers

On **Monday, 18 December at 4 p.m.** in the "Anna - das bin ich" shop, a large and above all personal gift presentation will take place to the employees of the outpatient support services of the Caritas Association Bocholt. The wish lists come from children from single-parent families from the outpatient educational support, the aftercare of former residents of the women's shelter and families from the "Betreff Familie im Quartier" and "Allgemeine Sozialberatung" areas. All organisations are part of the Caritas association

How did the wish list campaign in Nordstrasse go in 2023?

Wolfram Kolks was once again in charge of organising the wish list campaign this year. The following shops from Nordstraße took part and sent the wish lists to their customers during the run-up to Christmas: Marc O'Polo, hairdresser Udo Böing, Purzelbaum and Anna - das bin ich. The children themselves designed, made, coloured and cut out a total of around 130 wish lists. Interested customers of the shops mentioned - mainly regular customers who have been involved in this campaign for many years - were once again loving "wish fulfilers".

Presents are handed over to the children shortly before Christmas

The individual gifts are then passed on to the families by the carers shortly before Christmas or given to the children by the group leaders at the joint Christmas parties.





© Stadtmarketing