



Media Release 10 January 2012

Another Happy Shopper

Aileen Gardoll was the lucky winner of the 2011 Toyota Yaris in the Gilgandra Shop Local Car Promotion.

A good crowd of around 200 people were on hand to watch the draw. The crowd also enjoyed raffles, BBQ and children's entertainment.

The very popular Supermarket Sweeps sponsored by Carlo's IGA drew a very large crowd to watch the four sweep winners do their best shopping in one minute.

Economic Development Manager, Randall Medd said the entries appeared to be down slightly on last year but there was still a very strong response from the community.

"I have not carried out a full review of the entries as yet but I think we will be down slightly in the amount of entries. I feel it was a very positive response overall."

Randall added

"Over the next week we will be sending out a survey to the participating businesses and getting their feedback on the promotion and how we can improve it this year."

Chairman of the Promotion and Economic Development Committee, Cr Chris Chapman thanked the participating businesses

"The 51 local businesses should be congratulated for their support of this project. It is an edge we have over other communities and I think we need to continue and grow the promotion into the future."

Chris added the winning entry was a great sign of how the promotion can impact on locals shopping habits.

"The winning entry had 12 receipts from seven different participating businesses. I think this shows the benefit of having a promotion of this nature. An individual business can not afford to give away a car but collectively we can and the benefits distributed across all those participating to some degree."

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