



The Formentera Council's Office of Trade, in association with the small and medium-sized business association of the Pityuses, or PIMEF, announces that this Friday, November 24, is "Black Friday on Formentera," part of the buy-local campaign Compra a Casa. Under the initiative, purchases €15 and up at participating businesses will qualify shoppers to win a €50 gift card. The winner will be announced next week.

To date 33 businesses have signed on to the initiative. Since the programme's December 2017 launch, 1,060 local shoppers have received Compra a Casa loyalty cards.