



Trade secretary Alejandra Ferrer met today with Pep Mayans and Lydia Álvarez, the chairman and managing director of the association of small and medium-sized businesses in the Pityusics (PIMEF), and Llorenç Córdoba from the local chamber of commerce, in presenting a special Christmas edition of an island-wide drive known as “Compra a Casa”.

Ferrer counted 31 local businesses that have joined the campaign since its December 2016 launch, and the 1,717 Formentera shoppers with Compra a Casa loyalty cards, consumers' ticket to big discounts. The programme, Ferrer said, is about supporting independent businesses on the island and enlisting consumers and merchants both in enlivening Formentera streets.

### Buying local pays off

Two measures have been introduced as part of the buy-local push. The first, “**Al Nadal Compra a Casa**” (Buy local this Christmas), rewards shoppers for buying at participating stores with €200, €100 and €50 Compra a Casa gift cards for the first-, second- and third-place winners.

With the second measure, “**Anar al Mercat de Nadal té premi**” (The Christmas Market pays off), shoppers get a ticket for every €15 spent at the Christmas Market, and five lucky ticket holders will be selected to win a €100 Compra a Casa gift card. The drawing will take place on Thursday, January 10, 2018.

### Details

PIMEF director Lidia Álvarez explained that in 2018, card-holding shoppers spent €1,121,843 at participating Compra a Casa businesses. That added up to €21,689 in discounts.

### Decorating storefronts for the holidays

The Formentera Council is teaming up with the chamber of commerce to organise the twelfth **Concurs d'Aparadorisme Nadalenc** (“Christmas Window Decoration Contest”). Businesses wishing to participate have until

## **Formentera encourages islanders: this Christmas, buy local**

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November 30 to sign up.

Winners will be announced December 4. The first prize includes €225, the second comes with €150 and the third-place winner will receive €75. The three winners will be sent home with a commemorative plaque as well.