



Today Ana Juan, president and councillor of commerce of the Consell de Formentera, together with Lidia Álvarez, manager of Small- and Medium-sized Businesses of Formentera (Petita i Mitjana Empresa de Formentera, Pimef), and Lina Bustos, of the Eivissa-Formentera Chamber of Commerce (CCEF), presented Black Friday, a holiday buy-local push and a campaign to encourage festive shop window displays – three retail campaigns for Christmas.

President Juan said the aim of the campaigns is to encourage islanders to buy locally during the holidays, and underscored "the importance of strengthening a key sector in our productive fabric". She added that the administration was working with the sector on its recently launched plan to fortify local business "by improving service and boosting competitiveness".

On Friday 25 November, the Consell and Pimef will promote "Black Friday on Formentera" as part of "Compra a Casa", a loyalty programme designed to boost sales in local establishments. All day long, participating shoppers who spend €15 or more at member businesses will be entered into a drawing for a €50 gift card. The winner will be announced on 29 November and can pick up their prize at the Pimef offices.

"A Nadal, compra a casa"

Also starting in the days ahead is "This Christmas, Buy Local" (*A Nadal, compra a casa*), which rewards islanders for shopping at participating stores between 1 December and 6 January. This year a €500 Compra a Casa gift card will be raffled among all participating shoppers who spend €20 or more.



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