



The Formentera Council, under the banner of the administration's office of trade, has finished delivering prizes from the raffle held this Christmas season to promote spending at local Formentera businesses. The first prize went to Jonut Constantine and promised a weekend in Eivissa with free rental car. Constantine was entered in the raffle for shopping at La Caracola.

Second prize was awarded to Pilar Redondo for patronising the shop Estil Moda. Redondo's prize included a special gourmet dinner selection and spa treatment at Hotel Es Marès. Finally, third prize – a smoked ham and a selection of books – was won by Josefa Fernández for shopping at Joyas de Santis.

The drawing took place the evening of Three Kings' Day on the Formentera Council balcony overlooking Sant Francesc's Plaça de la Constitució. The Formentera Chamber of Commerce had collaborated by distributing 2000 raffle tickets across 33 businesses on the island. Customers had to purchase a minimum of €10 at any of the participating establishments in order to be entered in the drawing.

“Shop at home”

Alejandra Ferrer, councillor of trade, described her office's motivation organising the event, explaining the idea had been to “incentivise spending at local Formentera businesses in winter and during the holidays in general”. In addition to the raffle, Ferrer spoke about three other initiatives being coordinated by the Formentera Council, among which was the administration's purchase of six wooden shacks: “Used at the Mercat de Nadal (Christmas Market) on the square at Sant Francesc, these wood houses will remain property of the Council and serve both for future editions of the market as well as other initiatives throughout the year”.

Ferrer also recalled an earlier competition – another joint effort with the Chamber of Commerce – to name the best shop window displays on the island. From fifteen participating stores, three nabbed special distinctions: Muy (first prize), Te doy la Luna (second prize) and Papereria Tur Ferrer (third prize). The councillor described another Council-led campaign that had lit up the

radio waves and browser screens on the island – “Compra a casa” had the important help of Ràdio Illa and aimed to raise awareness about supporting local business.

An “extremely positive” holiday season

Sergio Jiménez, councillor of local festivities, looked back on the recently-concluded holiday season and described it as “extremely positive. A defining experience for Christmases to come”. The councillor thanked a local group known as the Associació Reis Mags, or Three Kings Association, “as well as other offices of the council – trade, sports and culture – for participating in the creation of the 2014 Christmas calendar. This year's programme offered an especially strong selection of children's, sports, cultural and musical activities”.

Among the different holiday concerts, Councillor Jiménez highlighted the PopTour concert on 26 December and performances by Aires Formenterens and Projecte Mut on 3 January “which packed the 500-capacity tent”. Jiménez lauded organisers and band members alike for all that went into an explosive New Years Eve concert by Radio Heat Band.

According to Sergi Jiménez, the programme of events, organised at a cost of €45,000 all told, “dispelled the myth of a sleepy Formentera at Christmas-time. The message from residents was loud and clear: offer a selection of fun holiday activities and people will come”.