



At noon today, officials of the Formentera Council and representatives of the small and medium-sized business association of Eivissa and Formentera congregated to unveil a special buy-local push this Christmas season. “Compra a Casa” was presented today in the administration's hall of ceremonies by trade secretary Alejandra Ferrer, department specialist Amalia Mora, and PIMEF's president and managing director, Pep Mayans and Lidia Álvarez.

According to Ferrer, 31 local businesses have signed on since the campaign's launch in December of last year, and 1,060 Formentera shoppers have received associated Compra a Casa loyalty cards, which offer consumers big discounts. The programme, she explained, is about supporting independent businesses on the island and enlisting both shoppers and merchants in bringing local streets to life.

### **Buying local pays off**

Two measures have been rolled out 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. The drawing will take place on Tuesday, January 10, 2018.

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, making shoppers eligible for a raffle of five €100 Compra a Casa gift cards. The Christmas Market starts tomorrow at 5.30pm. From December 1 to January 7, shops will be open from 11.00am to 3.00pm and 5.00pm to 12 midnight.

### **Details**

PIMEF's director Lidia Álvarez explained that in 2017, Formentera residents spent €717,423.86 at participating Compra a Casa businesses. That added up to €14,716 in discounts.

### **Black Friday**

Last week on the island, Black Friday was observed with a special addition to the Compra a

Casa initiative. All day long, purchases over €15 at member businesses qualified shoppers to win a €50 gift card. The winner, announced today by the president of PIMEF, was José Ramón Mateos. Formentera consumers spent €9,766 in participating shops on Black Friday.

### **How to get the card.**

Compra a Casa loyalty cards are available at any one of the following partner adherent businesses:

SUPERMERCADO OFIUSA, SUPERMERCADO ES CAP, SUPERMERCADO LA SAVINA, SUPERMERCADO BTQ, SUPERMERCADO AVENIDA, MAQUINARIA HOSTELERIA CASA ORTEGA, LLIBRERIAS I PAPERERIAS TUR FERRER, INSAFOR, INSAFOR ALMACEN, ZAPATERIA STRIVANCUS, INSTALACIONES JODAR, CARPINTERIA FORMENTERA, MUEBLES CARLOS, PINTURAS CABEZUELO, FLORISTERIA FORMENTERA, ANDOR INFORMATICA, DETALLS NOU ESTIL, ECOFOR, RTE.ES MARES, DEPORTES PITIUSA, CASA PAYA, CASA PAYA GARDEN, ES BROLLS MOTOS, PETROFOR REPSOL, SALON BSB, INSTALACIONES MAGU, MODAS FERRER, APP FORMENTERA, BE FORMETNERA, PESCADERIA FEDERICO I CORALL VERMELL.