This Friday November 23, the commerce department of the Formentera Council is partnering with Eivissa and Formentera's small and medium-sized business association to present “Black Friday on Formentera” as part of the buy-local programme “Compra a Casa”.

All day long, purchases of over €15 in participating stores will earn shoppers a chance to win a €50 gift card.

Following an announcement on Monday November 26, the winning shopper can pick up their reward at the PIMEF office.

Twenty-nine businesses have joined Compra a Casa since it began in 2016, with 1,700 local shoppers receiving loyalty cards.