



Hailsham
TOWN COUNCIL

FOR IMMEDIATE RELEASE:

Hailsham Traders Invited to Take Part in Christmas Shop Window Display Competition

14 November 2017

Shopkeepers in Hailsham are being invited to take part in a Christmas window display competition.

The Best Shop Window Christmas Display competition, organised and judged by Hailsham Forward, is based on the criteria that covers all aspects of Christmas, including overall impression and visual impact, creativity and ideas, and innovative themed displays.

Traders across the town are encouraged to create bright and decorative displays with special awards being given for the best efforts.

If you have a display, it will automatically be included in the competition.

"The increase in town centre retailers setting up festive window displays, together with the high standards they demonstrated, has made it extremely difficult to pick out the winners in previous years," said town and district councillor Nick Collinson, who is chairman of the Hailsham Forward Executive.

"I hope as many people as possible will visit our town centre to shop for Christmas this year and would encourage local retailers to pull out the stops in this fun and festive competition, and help us make our high street even more attractive this December."

Legends Hairdressers scooped the coveted Best Shop Window Christmas Display award last year, wowing judges with their front window display which incorporated a stylish white-coloured theme to get people in the festive spirit.

The presentation of the award for the Best Christmas Shop Display competition will take place in December, details of which will be announced soon.

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