



FOR IMMEDIATE RELEASE:

Town Council to Run Elf Hunt Competition for Children On Christmas Market Day

18 November 2019

Children in Hailsham are being invited to take part in a 'Find the Elf' competition on Saturday 14th December, just one of the many activities organised for this year's Hailsham Christmas Market event.

11 elf characters will be hiding out in various shops and businesses around Hailsham town centre on the day and the challenge is to spot all of them for the chance to win great prizes.

Organised by Hailsham Town Council and project partners to help promote local businesses in the area, elf-hunters can collect a free entry form from any of the participating outlets:

- Waitrose (Vicarage Field)
- Antiques & Allsorts (High Street)
- Elderflower Interiors (North Street)
- Focus Medical Eye Centre (High Street)
- Maybugs (Vicarage Field)
- Pumpkin Patch (St Mary's Walk)
- Truffles (High Street)
- NV Hair (St Mary's Walk)
- Honey Bee Hair (The Mews Shops, George Street)
- Love Lashes by Molly (The Mews Shops, George Street)
- Taylor Engley (High Street)

The aim will be to find all 11 elves and write their names correctly on the entry form against the shop/business in which they are found. When all the elves have been found, competition entrants will need to provide their details at the end of the entry form and post in the designated Elf Postbox located at the Cattle Market site in Market Street.

All correct entry forms posted will be entered into a prize draw. Winners will be selected and entrants notified.

"This fun competition for children has been introduced this year as a means of generating an enthusiastic Christmas spirit within the town," said Councillor Nigel Coltman, Vice-Chairman of the Town Council's Communities Committee.

"This is the first time we've ever run a competition of this kind. Christmas is such a special time for children, and we hope they enjoy taking part in this fun activity. It's also great fun for parents and local businesses and we'll once again be developing a wonderful Christmas atmosphere throughout the whole town via our Christmas Market event held in partnership with Hailsham Farmers' Market."

Deputy Town Clerk & Business Enterprise Manager Mickey Caira commented: "Tracking down the elves at the Hailsham Christmas Market event will be a fun way to engage the whole family and soak in the festive atmosphere. It will hopefully also give visitors another reason to explore the town centre and experience the wide range of quality independent shops and businesses we have here."

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