



8 October 2008

## **Giant Teddy Bear raffle marks opening of new store in Rugby**

Special Occasions, a new Hallmark card and gift shop, will be opening in Rugby Town Centre on Tuesday 14<sup>th</sup> October 2008. To celebrate its opening the new shop will be running a free raffle prize draw until the end of October to win a giant teddy bear worth £400.

Robert Jethcott, owner of Special Occasions, which will be opposite Marks & Spencer said, "Rugby is a great town and I am pleased to be opening our store here. There isn't another company in Rugby selling Hallmark products and so we will be bringing customers something new and different." The shop will also be one of the first card companies to introduce a bonus loyalty scheme. Customers will be given a stamp for every £10 they spend in store and when they have received ten stamps they will be entitled to £10 off their next purchase.

"We are delighted to welcome Special Occasions and Hallmark to Rugby Town Centre," says Aftab Gaffar, Operations Director at Rugby BID. "With Christmas around the corner, this will be a great addition for our town."

Other new businesses also recently opened in Rugby Town Centre include the new gadget shop in the Clock Towers called GimmeGizmo.com and Off the Wall on the High Street.