



19th April 2010

Rugby's Independent Retailers bring you Free Parking and Poetry

Rugby BID and the Retailers Association have been working together on a new campaign to promote the quality and niche independent retailers Rugby Town Centre has to offer keen shoppers. A leaflet promotion that doubles as a voucher entitling you to free parking in the John Barford car park on Saturday 24th April will be handed out around town as well as being available to pick up at shops until the day.

The promotion has been put together for two reasons, firstly to remind shoppers and regular visitors that Rugby Town centre has a great range of quality and niche independent retailers. Secondly, the promotion aims to make sure people know that it costs as little as just 33p per hour to come into Rugby by parking in the John Barford car park (minimum stay is three hours). Banners are also on display around the town centre to raise awareness of the promotion.

To show off their talents further, the Retailers Association have penned a poem that they hope will get people talking and encourage them to come along and check out the independent shops:

*For Gifts, for Food, for Jewellery and Fashion,
Your Hair, your Face whatever your passion*

*We will be here today and tomorrow
Looking after the fashion you follow*

*For bargains and quality and service too
Our Independents are here for you*

*Start shopping local without delay
Reduce your carbon foot print, what do you say?*

"We have been supporting the Retailers Association on this campaign because it is important that we don't forget to shout about what is great about Rugby Town and one of those great things is definitely our fantastic range of independent retailers offering a variety of quality products and services," says Aftab Gaffar, Operations Director at Rugby BID.

So don't forget to pick up your free parking leaflet, which must be displayed in your car, come into Rugby and treat yourself to an independent shopping experience on Saturday 24th April 2010.