

# **'CARMARTHEN IS KIND'**

## **CARMARTHEN CHRISTMAS THEMED DISPLAY COMPETITION FOR BUSINESSES AND SHOPS**

Business Leaders in Carmarthen have been working with Carmarthen Town Council and Carmarthenshire County Council to come up with initiatives for the Christmas season this year. The cancellation of the annual Christmas lights switch-on ceremony and the reindeer parade have resulted in the introduction of initiatives that can be carried out safely and in accordance with the social distancing requirements.

One of these involves the adoption of the 'Carmarthen is Kind' concept, and this has been already been promoted on social media from this week and will continue for the remainder of the year.

Linked to the kindness theme is an initiative whereby 'kindness tags' will be made available at shops and cafes across the town and people are invited to use the tags nominate an individual who has carried out some exceptional work on their behalf or within the local community during the year. This is particularly relevant during 2020, when so many people have gone out of their way to help others during the Covid 19 pandemic.

Also linked to the kindness theme will be a competition for shops and businesses to decorate their business in a way that links to Christmas or the kindness theme. The BID is providing cash prizes of £300 and £200 for the winners, who will be chosen by experts from the retail and marketing world.

The Chair of Carmarthen Chamber of Trade Christine Davies-Lamble from the Nurture Centre said: "The Chamber of Commerce and Carmarthen BID (Business Improvement District) are working together to launch a Kindness Campaign this Christmas. It's been a very tough year for local businesses. The energy it has taken local business owners to pivot and respond to the crisis in creative and innovative ways has been nothing short of heroic. We hope locals will see this campaign spilling out of the streets with Kind focused dressed windows, random acts of kindness and a display in the centre of town showing the 'little' things that we have all realised over the few months that we are grateful for. Christmas will not be the same this year, but the true spirit of kindness at Christmas will prevail."