



PRESS RELEASE - DATGANIAD I'R WASG

CHRISTMAS IN CARMARTHEN

Carmarthen Town Council is working closely with business leaders to make sure that the town is ready for Christmas and to help make shopping and visiting the town during the Christmas period as safe as possible. The Chamber of Trade and Business Improvement District (BID), together with individual businesses and traders and their representatives have been preparing a schedule of Christmas activities, and several initiatives are being considered. Hopefully, these festive activities will allow people to visit the town to do their shopping in safer numbers over a slightly longer period of time.

The Christmas lights will be switched on by the Mayor of Carmarthen Councillor Gareth John via a virtual ceremony that will be broadcast online on Friday 30th October, several weeks earlier than normal to make up for the disappointment of there being no 'switch on' ceremony and reindeer parade in the town this year. Ideas being progressed include:

- Christmas themed window competition – all shops and businesses are being invited to participate in this - and the Chamber of Trade and the BID are providing significant prize money.
- Street entertainment will be provided every weekend during the run up to Christmas.
- Online Advent Calendar – shops and businesses will be invited to participate by creating their own videos about what they will be doing over the Christmas period. These will then be distributed across the various social media platforms that have been widely used very effectively by many shops and traders during the pandemic.
- Santa's Grotto – Business leaders are developing a 'virtual Santa's Grotto experience' that will be available at weekends in the run up to Christmas, so that children can enjoy this hugely popular experience of 'meeting' Father Christmas despite the Covid 19 restrictions.

- The overarching theme 'Carmarthen is Kind' will be used to promote the town and to help attract people into the area. More information about this will be provided to businesses and traders during the coming weeks.

The Mayor of Carmarthen, Councillor Gareth John said: 'Obviously Christmas will be different everywhere this year. The challenge for us is to provide as much of the usual Christmas activities in a different way that will continue to appeal to people and help them to understand that Carmarthen town centre is safe for them to visit'.

'Carmarthen remains a major shopping destination for people living across West Wales and we want people to continue enjoying the shopping experience in Carmarthen in a safe environment. The local authorities, the Carmarthen Chamber of Trade and Carmarthen BID are doing everything that we can to support local businesses and help the longer-term economic prospects of Carmarthen town centre'.

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