

This week, the Consell de Formentera and the Eivissa-Formentera small- and medium-sized business association (Pimef) gave away a gift card for 'Black Friday, Formentera' as part of Compra a Casa, the island's customer loyalty programme for local businesses. As a prize, winner Beatriz Torres Tabares walked away with a €50-euro gift card. Everyone who made a purchase of €15 euros or more in a participating Compra a Casa storefront was automatically entered in the contest.

This Yuletide season, the island has also activated a campaign to reward holiday shopping called 'This Christmas shop at home' (*Al Nadal compra a casa*). This year, three gift cards —the first for €200, the second €100 and the third, €50— will be handed out to lucky Compra a Casa shoppers.

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Department of Communication
Consell de Formentera