Deputy premiere and commerce councillor Ana Juan was joined by Josep Mayans, chair of Formentera's league of small- and medium-sized businesses, in delivering four special €1,000 prizes as part of the Consell- and Pimef-backed campaign 'This Christmas Buy Local' (Al Nadal Compra a Casa). Winners were Compra a Casa cardholders Maite Garbizu Gómez, Maria Ferrer Ferrer, Leonor Asensio Álvarez and Maria Isabel Salazar Sánchez.

Councillor Juan congratulated winners and underscored the campaign's warm reception during what she described as "a tough year for everyone". She congratulated organisers too, saying they had accomplished the double objective of increasing footfall at hometown businesses and offering perks to local shoppers. Praise was also in order, Juan asserted, for Formentera retailers who made the effort to keep business afloat this winter.

Pimef chairman Josep Mayans described the special Christmas edition of Compra a Casa as "a boost to an already well-established local initiative" and "a win for everyone", since prizes mean extra publicity for participating Compra a Casa establishments.

Maite Garbizu got her Compra a Casa loyalty card on 19 December, logging trips with it to Ofiusa supermarket and Petrofor petrol station. Maria Ferrer, a cardholder since 2018, used her card at Ofiusa too, not to mention at Federico fishmonger. Leonor Asensio has also been a cardholder since 2018, making her purchase at Detalls Nou Estil. Maria Isabel Salazar Sánchez has had a Compra a Casa card since 2018. She made her purchase at Strivancus. Winners have until 11 February to use their gift-cards at Compra a Casa partner businesses.

In the last four weeks Compra a Casa has expanded to include an additional five member businesses, for a current total of 35.

'Al Nadal Compra a Casa' received funding under the Balearic government's 2020 'Cel Obert' programme.

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Communications Department
Consell de Formentera