The Formentera Council's trade office teamed up with the local chamber of commerce today to award prizes as part of a Christmas raffle. The eleven lucky winners had all taken part in “Compra a casa, compra a Formentera” a Christmas push to buy local and support island businesses. Trade secretary Alejandra Ferrer highlighted the success of a campaign which, in this, its second year, has put 4,400 raffle tickets in the pockets of Formentera shoppers—proof, the secretary said, “that more than 4,400 purchases were made at local businesses this holiday season”.

Expanding the campaign

Initially participation was open to any local business not trading in edible products, provided it continued operations through the year and put up Christmas decorations. However, given Formentera shoppers' warm reception of the campaign, Ferrer says next year will come with expansion to new areas, such as restaurants that are open year-round, which the secretary says should benefit from the buy-local incentives. Ferrer even alluded to the possibility of extending the campaign past the holiday season.

Eleven winners

Secretary Ferrer was joined by Juanma Costa, the chairman of the chamber of commerce, in handing out prizes to the eleven winners. Jaime Moll won a weekend on Eivissa for two, car and hotel included; Maria Magdalena received a Christmas ham and bottle of wine; Erika Escandell, two cinema tickets for two; Paquita Escandell, dinner for two at Acapulco; Begoña, a piece of art by Sol Courregues; Antonio Tur, a trip to Raquel's hair salon in la Savina (with cut, colour and styling); Rita, dinner for two at s'Abeurada den Simonet; Patricia Vázquez, a piece of art by Sol Courregues; Alicia Benito, a shellac nail session at BSC in la Savina; Isabel Roig, perfume from Artesanía Formentera in Sant Francesc; and Antònia, a set of books. Winners who were unable to unable to attend the ceremony can stop by the trade office (àrea de Comerç) of the Formentera Council to pick up their prize.