

The Formentera government teamed up today with the small- and medium-sized business association, or Pimef, to deliver the first-prize in the campaign '*Al Nadal Compra a Casa*' (This Christmas, Buy Local) to one lucky island shopper. Trade councillor Ana Juan and Pimef chief Lidia Álvarez gave Luigi Piacenzi his €200 gift card, with another card, valued at €100, promised to second-place winner Neus Marí Riera.

The new winter push means that the perks of buying local will continue in the months ahead. Islanders who spend money at participating businesses during the last week in January, February and March will be automatically entered to win a €50 gift card.

Purchases must be of €15 or more. The January drawing will be held the first week in February; the February drawing the first week in March; the March drawing the first week in April.

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Department of Communication
Consell de Formentera