



SMILE! IT'S CHRISTMAS SET TO PAINT THE TOWN RED AND GREEN

The Dubbo Central Business District has come alive with the festive spirit with the popular Smile! It's Christmas initiative back for another year.

Dubbo Regional Council's Economic Development Officer, Tammy Pickering, said the campaign would be sure to heighten the experience of shoppers and visitors to the city during the 12 days of Christmas.

Smile! It's Christmas creates a platform for businesses to leverage their own marketing and sales programs over the Christmas period. Participating businesses are placing the Christmas stickers on their windows, with the aim to encourage local shopping in Dubbo and Wellington.

"Everyone's favourite Christmas Elf is back, with a number of businesses gifting back to their customers via the Elf promotion element of the program, with our Smile and Jingle Elves in Dubbo and Wellington" Ms Pickering said.

"Walk in to one of the participating businesses during the 12 days of Christmas and if the elf taps you on the shoulder, you can win a MyDubbo shop local card to spend in over 70 participating businesses."

Not only does the CBD look great, with the Christmas tree being a tremendous centre point but this promotion has the overall goal of encouraging local spending and increased activation and dwell time in the CBDs of the LGA.

Ms Pickering said that the campaign is extended into Wellington again this year with 'Jingle on the Bell' also being launched tonight at Cameron Park.

"Council has recently installed some activation lighting in the trees in Cameron Park which will be turned on tonight as part of the family celebrations," she said.

"Shop with a smile this Christmas and make sure you take time to admire the CBD Christmas decorations made through a very special collaboration between Dubbo Regional Council, Brennan's Mitre 10, the Dubbo Community Men's Shed and Westhaven Association".

MEDIA CONTACT:

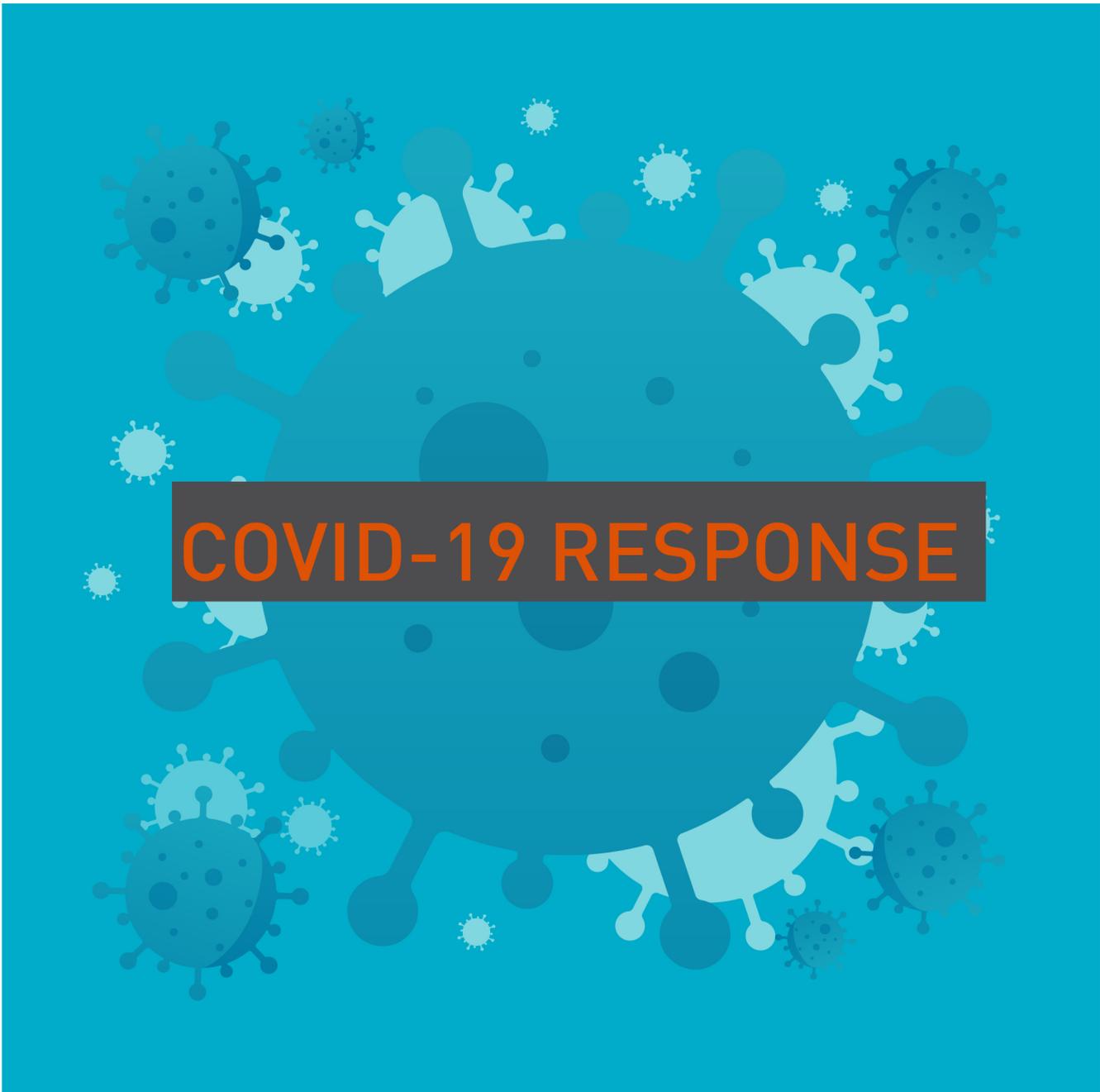
Council's Communications and Stakeholder Engagement Phone 6801 4000
Last Edited: 05 Dec 2017

I'M LOOKING FOR

DUBBO REGIONAL COUNCIL'S COVID-19 RESPONSE

Click here to find out which Council facilities are open to the public, and what DRC's response to t ...





COVID-19 RESPONSE

[Read more](#)