



Press Release for Immediate Release 9th November 2020.

'Whats in the Window'

Starting this week and in line with the Government guidelines, 'what's in the window' will run over the next 4 weeks to showcase many of Truro's shops and their products that are available to buy either by online for delivery by post or click and collect .

Visit Truro will feature different products on their Facebook and Instagram pages daily (@visittruro) with details about the shop, product and how to order.

Abi Steel from Visit Truro said **"Whilst it is easy to go online, we really hope this scheme will help remind customers that we have a part to play in sustainability of Truro's high street. We have a great mix of independents from Nostalgic Music to the Refill store and everything between.**

Alun Jones from Truro BID added: **"Truro BID welcomes this new initiative from our partners at Visit Truro. The current trading environment is very challenging for all categories and initiatives that create more visibility for the customer is a really positive thing. We encourage businesses to get involved and we look forward to seeing the sales benefits on Truro's high street."**

If you are a Truro retailer who would like to take part in the scheme, which is free to Truro businesses to participate in, please email Visittruro@truro.gov.uk for further information otherwise keep an eye on @visittruro Facebook and Instagram account.

End

Editors notes

- Visit Truro is a service provided by Truro city Council
- For Further information please contact Abi Steel – abi@truro.gov.uk

