



To all Bradford & district businesses,

As a retailer of Bradford, we wanted to invite you to take part in a new social media campaign starting this Friday!

If Black Friday is all about the large corporates and big brands, we're making #SparklingFriday all about the amazing local and independent businesses across the Bradford district.

The weekly event is part of the Sparking Bradford winter campaign and will be an opportunity to showcase your special offers, new products or events the people of Bradford would love to hear about.

Every Friday, from now until Christmas we'd love to see #SparklingFriday trending on social media.

Please include #SparklingFriday on your social media posts and tag us in on social media (Facebook @VisitBradford Twitter @VisitBradford and Instagram @sparklingbradford) to show you are involved and helping make Bradford sparkle this Christmas!

We'll be sharing your posts across Twitter, Facebook and Instagram and collating the best images to showcase to our 1000s of followers online.

We'll also be creating an online #SparklingFriday blog showcasing the retailers involved on [www.sparklingbradford.info](http://www.sparklingbradford.info)

For other opportunities to get involved in this year's Sparkling Bradford campaign including a Bundle of Joy competition and the People who make Bradford Sparkle, contact us at [hello@sparklingbradford.com](mailto:hello@sparklingbradford.com)

We look forward to seeing your posts on Friday!

From the Sparking Bradford team

