



Rugby First & Town Centre News



October 2018 Newsletter



Get your business noticed by 15,000 homes this November in The Rugby Registers 'Shop Christmas, Shop Local' feature

The Rugby Register November edition is running a Double Page Spread featuring Rugby Town Centre and all it has to offer shoppers this Christmas. The cost will be a nominal charge of just £35 + VAT including artwork FREE of charge! I'm sure you are all familiar with the magazine but did you know that it is hand delivered to 15,000 homes within

Rugby and its surrounding villages (where many of them get nothing else) and articles are promoted on Facebook & Twitter too!

Call Anne to book your space (deadline 22nd October) t: **01788 878297** or e: anne@rugbyregister.co.uk



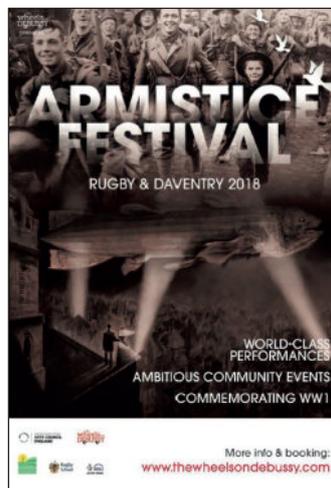
Get involved in the WW1 art and history trail

(Letter from the event organiser)

Dear Independent Business Owner, This October and November, The Wheels on Debussy is putting on a series of events to commemorate the armistice, 100 years since the end of WW1. It is a project that has been funded by Heritage Lottery, Arts Council England, Daventry District Council with support from Rugby School. You can find out more on our website. www.thewheelsondebussy.com/armistice-festival We would like to invite local independent businesses to get involved in our WW1 art and history trail. Here's how it will work:

1 On Friday November 2nd (half term), families will attend a 'paint a poppy on a stone' workshop at Rugby Art Gallery and Museum www.ragm.co.uk

2 As well as painting a stone, they are given a sheet with a list of independent shops taking part in a WW1 art and history trail.



- 3** The family visits the shops where they find...
 - a) A WW1 themed stone painted by a local professional artist
 - b) A WW1 fact about Rugby.
- 4** The artists names and WW1 facts are written on to the sheet.
- 5** Once completed, the sheets are returned to Rugby Visitor Centre where they are exchanged for a prize (chocolate).
- 6** Beyond November 2nd, families can still complete the WW1 art history trail by picking up the sheet from the visitor centre.
- 7** The art history trail will run until the end of November.

If you are an independent shop or café and would like to get involved by hosting a stone, a WW1 fact, and a poster for The Armistice Festival, please get in touch. I believe that this is a great opportunity to increase retail footfall for Rugby's independent shops whilst educating local residents about Rugby's history during WW1 and promoting local artists at the same time.

Contact Fiona Sharp on **07931 564 262** to take part





Light up Your Business This Christmas

Everyone loves seasonal illuminations, they provide pleasure and brighten up any location. The PLANTSCAPE solar powered Christmas tree with lights offers just that, but with none of the hassle. They are completely self-sufficient

and all come with their own battery pack which charges throughout the day. To help brighten up Rugby Town Centre this Christmas contact Adele on **01788 569436** for an order form before 26th October 2018.



SINCE 1823
THE
RUGBY
TOWN

The Rugby Town - Upcoming Promotional Opportunities



The following activities are coming up in Rugby and we'd love to hear from you with any ideas or plans which are taking place around these dates.

Halloween Events and Activities

WHAT WE WILL DO: If you are planning any specific Halloween events or activities, please be sure to tag @TheRugbyTown (Twitter) and @TheRugbyTownUK (Facebook) The Rugby Town will be sending out a newsletter on Halloween events but would also love to share other Halloween activity that will appeal to Rugby residents and audiences from further afield via social media.



Rugby Christmas Lights Switch On (18 November)

WHAT: Rugby's Light Switch On will take place during the evening of 18 November. Marketing activity will focus on the day and what's on across the town. If you are planning any specific event or opening during the evening, please let us know details as soon as possible and we will share these as much as we can on Rugby Town social media accounts.

The Hashtag for the event will be **#LightsSwitchOnRugby**

Peter Rabbit Exhibition, Rugby Art Gallery and Museum (February – April 2019)

WHAT: The Art Gallery and Museum will be hosting a Peter Rabbit: Mischief & Mayhem exhibition in 2019. This exhibition will draw together Beatrix Potter's original illustrations from The Tale of Peter Rabbit with stunning first editions and fascinating manuscripts. This will be very much a family exhibition which we want to take out into the town. A Peter Rabbit trail is proposed around the town during the February half-term which will link objects from the trail with the exhibition in the Gallery. This will be promoted via

The Rugby Town web and social media accounts.

If you are interested in hosting a Peter Rabbit Trail item in or outside your shop, restaurant or café or if you'd like to be a sponsor of the exhibition or donate a trail prize please contact Emma Wilson on **emma.wilson@rugby.gov.uk** to register your interest. If you have any other ideas for Peter Rabbit themed items, menus or displays please also let her know details so that they might form part of a wider promotional plan.

