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Discount Day Returns to Ballymena



The now infamous 'Ballymena Discount Day' is back, bigger and better than before.

This year's Discount Day will be taking place on Thursday 2nd November from 9am-9pm and is guaranteed to be a day full of special offers and promotions throughout the town centre.

The Martello Jazz Band will begin the entertainment from 11am - 1pm

at The Bandstand (weather permitting), before the Cool FM roadshow with Pete Snodden broadcasts live from 2pm to 4pm.

With fantastic reductions throughout the town, late night shopping and 5 hours car parking for only £1, we're expecting another excellent turnout.

As per last year, we will be running lots of fun competitions for our visitors and we're asking all businesses within the BID area to donate a giveaway / voucher for the Cool FM Roadshow.

All contributors will receive a shout out from Cool FM's Pete Snodden, and will get recognition on the Ballymena Means social media channels and website too.

The BID will also be issuing posters to retailers in advance of Discount Day so information about the day can be displayed within their premises.

To donate to the roadshow giveaway or request some BID Discount Day posters, please email bidsmanager@ballymenabid.com and we'll get back to you with further information!



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The update email of Ballymena Business Improvement District

Our mailing address is:
Ballymena BID Limited
Ballymena Business Centre
51-53 Church Street
Ballymena, Antrim BT43 6DD
United Kingdom

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