SHOP LOCAL CAMPAIGN OPENS FROM CARLINGFORD TO CAMELLIA

The diverse range of businesses along the future Parramatta Light Rail alignment are showcased in a new 'shop local' campaign by Transport for NSW called 'Shop. Scan. Win.'

Parramatta Light Rail program director Anand Thomas said the new campaign is focused on promoting businesses near the light rail construction underway in the Carlingford to Camellia corridor, giving one lucky shopper a chance to win a $100 voucher from a participating shop each week.

"Our local businesses, from mechanics to music stores, have so much to offer and they need our support now more than ever," Mr Thomas said.

"Alongside light rail construction, recent Covid-19 restrictions have proved challenging for businesses. By shopping local, people can do their bit and help breathe life back into these communities – as well as enter the draw for a chance to win."

Over 20 businesses feature as part of the eight-week Carlingford to Camellia campaign, listed on the 'Activate Parramatta' app that can be downloaded from app stores.

Mr Thomas said the 'shop, scan and win' concept was an innovative way for local businesses to entice customers.

"Not only will shoppers go in the running to win weekly prizes but they will also get access to the best deals and discounts," Mr Thomas said.

"Every time you dine or make a purchase, scan the in-store QR code and you will automatically go into the weekly draw to win."

More than 60 Parramatta restaurants, cafes and takeaway shops are also taking part in an accompanying 'Dine, Scan, Win' campaign launched by Transport for NSW in June.

The $2.4 billion Parramatta Light Rail will connect Westmead to Carlingford via the Parramatta CBD and Camellia, and is set to open in 2023.

To download the *Activate Parramatta* app*,* visit the Apple Store and Google Play.

Read more about Transport for NSW's business support initiatives for Parramatta Light Rail at www.parramattalightrail.nsw.gov.au/businesses.