



Transport for NSW Media Release

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CHRISTMAS IS COMING EARLY TO PARRAMATTA

An overnight stay at Novotel, tickets to the races and a free guitar are among the prizes as part of a Christmas shopping campaign to support local businesses in Parramatta.

Parramatta Light Rail Program Director Anand Thomas said the new Christmas ADVENTure campaign run by Transport for NSW will allow shoppers to access daily treats and great offers that can be redeemed instore at businesses across the Parramatta Light Rail alignment by using the Activate Parramatta app.

Mr Thomas said the Christmas ADVENTure campaign from 27 November will help the local community to get their Christmas shopping done early and boost business offerings over the holiday season.

“The app works like a traditional advent calendar, so it’s exciting to open a door each day and discover what surprise is waiting there for you. The more offers and daily deals you redeem, the more chances you have to win great prizes.”

Join the ADVENTure and count down to Christmas every day to reveal an extensive range of offers and prizes, including hamper packs, salon treatments and the major prize of an ultimate night of pampering and luxury with an overnight stay at Novotel Sydney, Parramatta, a dining voucher at El-Phoenician and a wash, cut and blow dry at Michaels Hair in North Parramatta.

Mr Thomas said this campaign is part of ‘Activate Parramatta’, a Transport for NSW plan to support businesses impacted by the Parramatta Light Rail and a great way for the community to connect during the Christmas period.

Other prizes that can be won throughout the campaign include a Root Industries Type R Scooter from Scooter Hut, an Ashton CG44 guitar from the Guitar Factory, a Bombe Alaska cake from Messina and a \$150 wardrobe update from Lichaa Menswear.

For your chance to win big at Christmas, download the Activate Parramatta app at the Apple Store or on Google Play. By simply downloading the app between 24 November and 27 November, you will go in the draw to win four tickets to ‘Christmas at Rosehill Gardens’ on the 5 December.

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.

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