

Press release issued on behalf of Newton Abbot Town Council

Date: 27.07.22

Newton Abbot is going on a bear hunt!

FREE family fun with prize vouchers worth a total of £100 to spend in Newton Abbot's much-loved Austins Department Store is being promised this summer as the town goes on a bear hunt. Throughout the school holidays, shoppers of all ages will be encouraged to track down a dozen teddies placed in the windows of mystery stores and businesses.

Each will have a letter clutched in its paw and once all twelve have been found, and arranged in the correct order, they will make up the name of a national treasure famed for their love of the natural world.

At the end of August, two winning names will be pulled from a hat with Austins vouchers worth £50 each up for grabs.

'The bear hunt is a joint venture between Newton Abbot Museum and Town Council, the Library and our good friends at Austins who have supplied the teddies and the prizes,' said an excited Town Development Manager Sally Henley.

'Our similar Lego Trail earlier this year proved to be a big hit with families and we're expecting the same with the bears.

'Who doesn't like a bit of free fun when spending time in town, particularly when there are prizes in the offing as well?

'And this isn't just for children as the Austins vouchers can be spent in any of their departments so come on you adults, get your safari gear out and go track down these bears!'

Entry forms are available from Newton Abbot Museum, Wolborough Street, and the Library.

Competitors will have to say where each bear was hiding and spell out the celebrity's name.

The competition will close at 5.30pm on Saturday August 27 and the draw made shortly afterwards.

Winners will be invited to have their photos taken for use in the local media.

'Think a little bit outside the box when out hunting,' said Sally.

'Some bears might be in prominent shop windows, but others might be a little more elusive as they can be quite shy you know.

'We like to highlight the wide range of businesses and services in Newton Abbot and this is a great way to discover something you might have previously missed.

'I hope you have fun looking!'



Museum Curator Charlotte Dixon (left) and Sally Henley with some of the bears before they head towards their summer hiding places.

For more information email sally.henley@newtonabbot-tc.gov.uk or call 07595893151.