

TOUR OF
BRITAIN



Aberdeen City Council and Aberdeenshire Council are delighted to welcome the final stage 8 of the 2021 Tour of Britain professional cycle race to the region for the first time on Sunday 12 September.

This will mark the furthest north the race has ever visited.

WINDOW DRESSING COMPETITION

To celebrate the 2021 Tour of Britain, any business based in Aberdeenshire is encouraged to dress their window(s) with a cycling design or theme. You are encouraged to be as creative as you like. You may wish to view the official website <https://www.tourofbritain.co.uk/> for ideas.

How to enter

You can enter your business into the Tour of Britain window dressing competition by emailing econdev@aberdeenshire.gov.uk, no later than Friday 3 September 2021.

We ask that window displays are completed by Monday 6 September and stay in place until Monday 13 September, to allow judging to take place.

Photographs of the display should be emailed to econdev@aberdeenshire.gov.uk by 5pm on Monday 6 September.

The winners will be announced on Monday 13 September.

Prizes

Six equal prizes are on offer. These prizes have been selected to help winners promote their businesses in the region.

The best dressed window in each of the six administrative areas of Aberdeenshire: Banff & Buchan, Buchan, Formartine, Garioch, Marr and Kincardine & Mearns will each receive a prize to the value of £1,000 to spend on advertising of their individual choice, in the North-east, to promote their business.

If you are promoting your window display on social media, please remember to use the hashtag **#ToBABDN**

If you have any questions regarding any of the above, please don't hesitate to get in touch by emailing econdev@aberdeenshire.gov.uk

Please note, our colleagues in Aberdeen City Council are running a Window Dressing Competition and a Hidden Object Competition for licenced premises, hotels and commercial premises based in Aberdeen City. Please contact cityevents@aberdeencity.gov.uk for details.

