



STIRLING UNIVERSITY

# INNOVATION PARK

**Friday 25 November 2005**

## **Innovative Approach to Christmas Shopping**

Stirling University Innovation Park lived up to its name last Friday by taking the rush and stress out of Christmas shopping.

Instead of dashing off to busy shopping malls to buy presents during their lunch break the shops came to the 500 employees on the park.

Eight shops mainly from Bridge of Allan set out their festive wares in the reception area of Scion House the administrative centre of the innovation Park to let staff browse and buy.

The Christmas Shopping Fayre was the idea of Lynn Blaikie, marketing manager for the Park. She explained: "As a mother of two young children I know how stressful this time of the year can be dashing around during every spare moment to buy Christmas presents. Inviting the shops to set up stall in our reception area is a way of reducing the stress, helping to make Christmas a bit more manageable, relaxing and fun."

"The local business community don't realise just how many people are based on the Innovation Park and this is a way of raising awareness of a potential market for them and letting us forge closer links with them. Everybody wins."

The range of Christmas gifts available during the innovative Fayre which ran from 12 noon until 2pm were:

- Hand-painted Christmas Baubles by Susan Crooks
- Christmas Cards & Paper by Phoenix Trading
- Stocking-fillers by The Glass Shop of Bridge of Allan
- Scrumptious Chocolates by Thornton's
- Selection of Fair Trade Goodies from FEL & OXFAM
- Ladies Accessories by Viola of Bridge of Allan
- Christmas Flowers by Hania of Bridge of Allan
- Stocking-fillers by Collections of Bridge of Allan

Ends

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