



## **Hamilton Kids Shoe Store Launches Back Of The Bus Contest**

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Foot Forward Shoes in Hamilton, New Zealand has launched a "back of the bus" advertising promotion. The store has placed an advertisement on the back of a city bus, which is what will prompt the entries into the contest.

Foot Forward Shoes will host a random drawing for a \$100 voucher for anyone who sees the bus and posts a picture on Instagram. Contestants can also post the street name where they saw the bus on Facebook, or entries can be submitted via email. All information can be found at the shoe store's official website, including an image of the advertisement that can be found on the back of the bus, for reference.

Amanda Houghton of Foot Forward Shoes released a statement about the current promotion, "For a bit of fun we thought that it would be interesting to find out where the bus had been on the streets of Hamilton. So to get our customers on the lookout, we decided to reward them with a \$100 voucher to be spent in store."

The promotion is for residents of New Zealand only. The local shoe store caters to children's shoes, and offers a variety of styles and sizes from brands such as Skechers, Clarks, Vans, Bobux and many others.

The retail shop, located in Queenwood Village, Hamilton, has also recently expanded their selection to include casual shoes for women from manufacturers such as Vans, Dr Martens, Palladium, and Converse, among others.

The promotion is geared toward their children's shoe collection. "As we are mainly a children's footwear store, we expect mums to get their kids to watch out for the bus. Thus it can be turned into an educational game," says Houghton.

"It's a wonderful drawing," says a mother in Hamilton. "We've already begun looking for the bus and my two little ones think it is just the most fun ever. Even if we don't win, we've had fun searching for the bus."

Those interested can [click here](#) for details on the draw, which closes the 10th of August, 2015.

Customers can find out more on Foot Forward Shoes by visiting their official website.

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For more information about Foot Forward Shoes, contact the company here: Foot Forward Shoes Amanda Houghton +64 7 855 5932 [ffham@orcon.net.nz](mailto:ffham@orcon.net.nz) Shop 1, Queenwood Village 1/13 Herbert Road Hamilton 3210 New Zealand

### **Foot Forward Shoes**

*Based in Hamilton, New Zealand, Foot Forward Shoes offers a huge range of quality Children's footwear, fitting the best footwear for Children's developing feet. Also stock are women's flats and casual shoes, just perfect for mums and older girls.*

Website: <http://kidsshoesnz.co.nz>

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