

Little Shop, Little Garden and now...Little Checkers

Checkers customers who loved its highly popular Little Shop and Little Garden promotions are in for a treat when Little Checkers launches on Monday, 6 May.

Little Checkers is an exciting new collectable promotion where Checkers and Checkers Hyper shoppers across South Africa will be rewarded with a free block pack for every R200 spent in store. Each block pack contains a unit that forms part of a mini Checkers supermarket and once all 35 available packs have been collected, consumers can build an entire Little Checkers store.

The blocks come in a 100% recyclable pack and each contains one individual unit (such as a mini till, freezer, shopping cart, dairy shelf and more) as well as stickers to complete the unit and an instruction leaflet.

“Following the success of Little Shop and Little Garden, it is safe to say that innovative and educational collectables have become our thing,” commented Willie Peters, General Manager: Marketing at Checkers.

“We’re super excited about Little Checkers as these are functional, re-usable toys. It presents a wonderful opportunity for parents to engage and play with their children, away from screen time.”

It is expected that, as with its Little Shop and Little Garden collectables, Little Checkers will be collected by adults (including teachers and educational therapists) and children alike who will use the Blocks over and over again for educational and play purposes. The Blocks are also compatible with other leading brands of toy blocks.

Starter kits and delivery trucks will be sold separately at R79.99 and R69.99 respectively for those who wish to create the complete Little Checkers experience. The starter kit forms the foundation of the Little Checkers store and includes a base plate, exterior walls, Checkers logo, shelf headers and one character figure.

There are also opportunities to win big prizes including a trip for four to Legoland in Dubai worth R100 000 plus a chance to win a share of R50 000 in Checkers gift cards for customers who collect all 35 block packs and complete their Little Checkers stores. For more information, visit www.mylittlecheckers.co.za.

Little Checkers will run from Monday, 6 May until stocks last, so get building! Available at Checkers and Checkers Hyper stores, with the exception of MediRite pharmacies, Checkers LiquorShop and Money Market counters.

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