

BOV Streets Alive starts this evening in Valletta

The 2008 edition of BOV Streets Alive starts this evening with events taking place in the areas around Republic Street and Merchants Street in Valletta.

The organisers are presenting a programme packed with activities starting from 7pm. The activities are designed to provide popular entertainment and keep the streets of Valletta alive in the evening.



Piazza San Gorg will be hosting The Malta Police Band and the Police Silent Drill starting from 7pm.

Great Siege Square will host "Show Biz High" by the Batista Leisure Group at 8pm followed by a performance of Golden Memories by Paul Abela and his Big Band starting at 9pm.

Food and Drink stalls are being set up at Freedom Square whilst catering outlets around Valletta will take to the streets serving customers al fresco. Freedom Square will also host a display by the Old Motors Club.

Other attractions include a Children's corner in Republic Street, a Mini Owners Club and Ford Classics Display at Merchants Street, a concert by the Union Brass Quintet at Auberge d'Italie starting at 7.30pm and a performance by the Ghaxaq Folk and Pop Ensemble at Pjazza Regina. A village band will also be entertaining those present around the main streets of Valletta.

A full programme of events is available at www.bov.com

BOV Streets Alive is being organised by Valletta Alive Foundation in collaboration with Bank of Valletta and with the support of the Ministry for Tourism and Culture, the Malta Tourism Authority and Allied Newspapers.

Bank of Valletta also announced that it is launching a Card Payments promotion linked to this year's BOV Streets Alive.

Aimed at promoting business activity in Valletta and adding value to BOV Streets Alive activities, this promotion covers all payments made by BOV Cards in Valletta outlets between 25 July and 8 August 2008, both days inclusive.

"BOV cardholders who use their BOV card to pay for shopping and dining in Valletta, have a chance to win back the amount they spend," explained Mario Gouder, Executive Head responsible for Consumer Lending at Bank of Valletta. "Just one transaction carried out during the promotional period will automatically render the cardholder eligible to win back the amount spent, up to a maximum of e100", added Mr Gouder. The lottery draw will be held on 13 August 2008.

This promotion is also being extended to all BOV Valletta merchants. In fact, BOV merchants who process at least 5 transactions through their BOV Epos will stand the chance to win cash prizes.

Mr Gouder went on to add: "We feel that this is an initiative from which everyone stands to gain and we sincerely hope that the BOV Streets Alive promotion will help generate further business activity for our merchant outlets in Valletta. After all, the promotion of commercial activity in our capital city, Valletta, is one of the main objectives of BOV Streets Alive," concluded Mr Gouder.

Further information regarding the BOV Streets Alive shopping lottery may be obtained from the Bank's website www.bov.com. Terms and conditions apply.
