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Contact: Kelsea Williams

Tel: 441-292-5570

Email: kwilliams@bedc.bm

Web: www.bedc.bm

EAT, SHOP, PLAY IN THE EEZ'S IS BACK FOR THE 2025 HOLIDAY SHOPPING SEASON

Hamilton, Bermuda 27 November 2025 – The Bermuda Economic Development Corporation (BEDC) has announced the return of the “Eat, Shop, Play” holiday campaign, now in its fifth year, running from Friday, November 28 through Wednesday, December 31. This seasonal initiative invites the public to support local businesses in Bermuda’s Economic Empowerment Zones (EEZs), including Somerset, North East Hamilton, South East Hamilton, and St. George’s.

Shoppers who spend \$20 or more at any participating business within these areas can enter to win one of three gift vouchers: \$500 for the grand prize, \$300 for first prize, and \$200 for second prize. The vouchers can be used at any participating EEZ business, and the business where the grand prize-winning purchase is made will also receive a \$500 voucher.

As the holiday season approaches, BEDC is encouraging everyone to consider the impact of their spending. Shopping in the EEZs is not only a way to find unique products and services but also a meaningful way to support the entrepreneurs who keep Bermuda’s communities vibrant.

Donte Hunt, Director of Micro, Small and Medium Enterprises (MSME) and the officer responsible for the South East Hamilton EEZ, shared the campaign’s purpose. “Eat, Shop, Play is not just about winning prizes. It is about intentionally choosing to support small businesses that form the heart of our neighborhoods. These businesses provide unique products and services, and every dollar spent helps keep them going.”

BEDC MSME officers Ondreyah Rochester (North East Hamilton), Dennis Carter (St. George’s), and Richard Augustus (Somerset) echoed this message in a joint statement: “We are proud to continue this campaign, which gives our communities a chance to be intentional about how and where they spend. When people shop in the EEZs, they help business owners thrive and strengthen local connections. It is a small action that makes a real impact.”

Since its launch, the “Eat, Shop, Play” campaign has generated over \$635,000 in tracked spending across participating businesses in the Economic Empowerment Zones. The initiative has also driven more than 6,300 entries and supported over 80 local businesses each year on average. The most significant spending has consistently come from the retail and personal care sectors, demonstrating the community’s willingness to support a wide range of small enterprises during the holiday season.

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Lornette Furbert, owner and founder of The Pit Stop, shared her experience as a past winner, “Being a winner in the Eat, Shop & Play Campaign was an unexpected but very appreciated experience for me and for The Pit Stop. It reminded me how supportive our local community is in helping small businesses grow, especially during the busy holiday season. I joined the campaign because I needed more foot traffic and the BEDC initiative made that possible. It showed the community spirit of the festive season and how we all came together. The Pit Stop looks forward to being part of the 2025 Eat, Shop & Play Campaign. Let’s keep the joy and happiness going.”

To enter, shoppers must upload a photo or confirmation of their receipt showing a purchase of \$20 or more from any participating EEZ business to the online form on BEDC’s website. The submission form is organized by zone, and all valid entries will be included in the prize draw. Winners will be announced on January 5, 2026.

For a list of participating businesses and to upload receipts, visit www.bedc.bm.

About BEDC

Bermuda Economic Development Corporation (BEDC) is Bermuda’s premier source of free confidential business advice for entrepreneurs. The mission is to serve Bermuda’s local business community with the highest degree of professionalism by providing, authoritative business advice, counsel, economic development and financial support. Bermuda Business Starts Here! For more information, visit www.bedc.bm.

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