



THE NUTCRACKER CHRISTMAS TRAIL



Find the names of the
10 Nutcracker Kings located in
Cheltenham town centre and enter
the draw to win a £100 Cheltenham
gift card.

**Saturday 19th November to
Friday 30th December 2022**

**CHELTENHAM
BID**

Local businesses
improving
our town



The history of the Nutcracker



According to German folklore, nutcrackers were given as keepsakes to bring good luck to your family and protect your home. The legend says that a nutcracker represents power and strength and serves like a trusty watch dog guarding your family from evil spirits and danger.

A fierce protector, the nutcracker bares its teeth to the evil spirits and serves as the traditional messenger of good luck and goodwill.

“Don’t be afraid, my beard is long, my head is large, my look is grim but that matters not. I won’t bite you. In spite of my big mouth and grim appearance, I look with my heart for your happiness.”

Taken from: www.magicofnutcrackers.com

How it works

Find the 10 Nutcracker Kings marked on the map on the following page. The location of each is marked with a red numbered circle.

As you find each one write its name down on the Trail Sheet (opposite the map).

Once you’ve found all the names fill in your details, carefully remove the Trail Sheet and post it into Santa’s postbox (marked on the map with a star). The postbox is located in Regent Arcade.

The winning entry will be drawn out with the winner receiving a £100 Cheltenham gift card.

Entries must be posted in Santa’s postbox marked on the Trail Map overleaf by Friday 30th December 2022. Your name, telephone number and email address must be written clearly on the Trail Sheet. The winner will be announced via the Cheltenham BID website, on Cheltenham BID social media channels and via email on Tuesday 3rd January 2023.

The prize will be posted to the lucky winner.



Trail Sheet

Write the names of the 10 Nutcracker Kings that you will find located around the town centre. When you've got them all, fill in your details and post it into Santa's postbox. The postbox is located in the Regent Arcade (Marked with a star).

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Name: _____

Telephone Number: _____

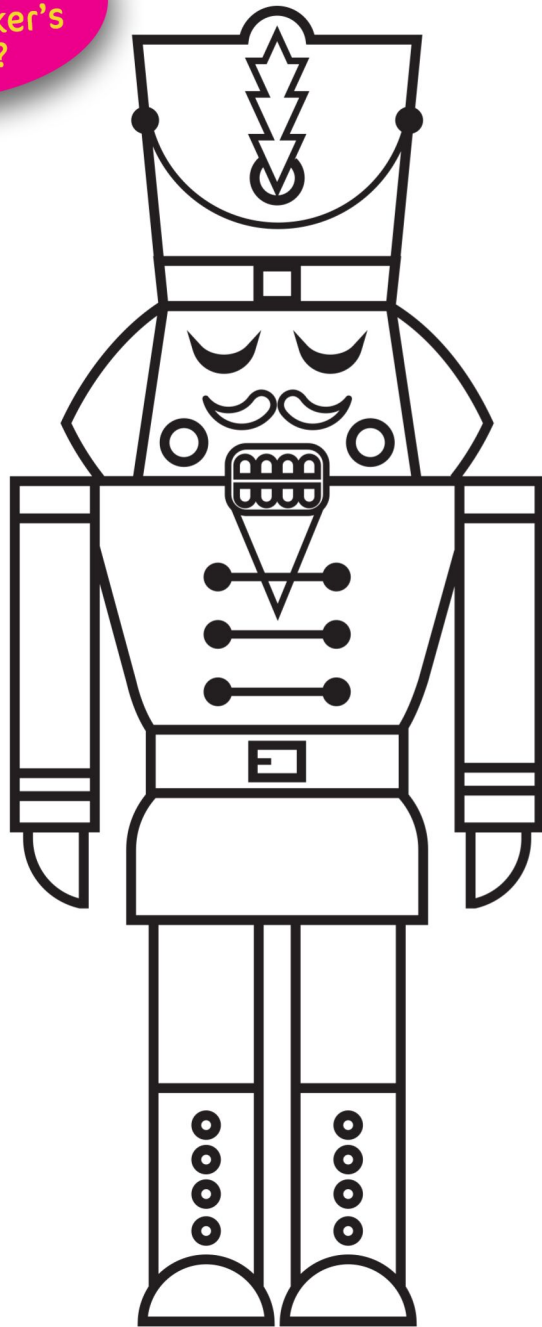
Email: _____

☐ Please tell me about events in the future.

By filling in your details and ticking this box you agree to Cheltenham BID sending you information and details of our future events.



What colours
will you use on
the Nutcracker's
uniform?



CHELTENHAM GIFT CARD

CHELTENHAM
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Buy online and see where to spend at cheltenhamgiftcard.co.uk

CHRISTMAS IN
CHELTENHAM
SPEND IT SOMEWHERE

Special

visitcheltenham.com/christmas





Wishing you a very
Merry Christmas and
a Happy New Year!



The Nutcracker Christmas Trail is brought to you by Cheltenham BID
and with thanks to all of the businesses who have taken part in the trail.

www.cheltenhambid.co.uk