

Checkers launches new collectables promotion - Little Checkers

Following on from its Little Shop and Little Garden promotions, Checkers has launched its Little Checkers collectables. For every R200 spent in store, Checkers and Checkers Hyper shoppers will receive a block pack, each containing a unit that forms part of a 35-piece mini Checkers supermarket.



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.

The brand expects 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 block for educational and play purposes. The blocks are also compatible with other brands of toy blocks.



Additional starter kits and delivery trucks will be sold separately at R79.99 and R69.99. The starter kit for the foundation of the Little Checkers store and includes a base plate, exterior walls, Checkers logo, shelf headers and one character figure.

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