



NICK OFF

This year, the biggest ever European Championship kicks off in Paris on the 10th June. It is extra special because it is the first time that Northern Ireland has qualified for the Euro finals and it is the first time that both Irish teams have qualified for a major championship together.

As with every other championship, GPS holds its own internal sweepstake. Usually this results in the sweepstake committee hijacking a member of prepress to put together draw cards and posters. Then the digital department will stay late to print the whole thing out to be ready for the highly anticipated draw.

On the day of the draw a band of hopefuls pile into the GPS canteen. While it does not have the glamour of the Palais des Congrès de la Porte Maillot, it certainly has not lost any of the atmosphere. The tension is palpable as the teams are pulled from the hat. Cheers ring out as last year's lucky winner draws Albania. Muted boos as marginal favourites Germany are drawn, much to the delight of one lucky punter. In the space of 10 minutes the GPS staff experience the full range of human emotion... and a ball hasn't even been kicked yet!

To mark the occasion of an extra special Euro championships, GPS want you to be able to experience the highs and lows of the sweepstake draw in style. That's why we are delighted to enclose your very own Euro 2016 sweepstake kit. It has everything you need to make your very own draw including wall planner, draw cards and posters to put up around the office. Empty belly posters can be downloaded from <http://www.gpscolour.co.uk/library/images/uploads/file/sweep%20download.pdf>

We hope you can have a bit of fun with it and would love for you to tweet pictures of your very own sweepstake draw @GPSColour #GPSsweep



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LET YOUR CUSTOMERS GET IN ON THE ACTION. WE HAVE MADE IT VERY EASY WITH A WHITE LABEL SWEEPSTAKE KIT. SO IF YOU WOULD LIKE YOUR OWN BRANDED SWEEPSTAKE KIT CONTACT YOUR GPS REP ON +44 (0) 28 9070 2020.