This holiday season, Orange is offering its customers thousands of free gifts, including the last available CDs by celebrity David Antoine, as long as they manage to free Santa Claus…

Between the 21st and 30th of December 2018, Orange Belgium is handing out free Christmas presents on the Place de la Monnaie in Brussels in a pop-up store featuring a 9 metre high animation of Santa Claus, stuck in a chimney. Anyone who makes a purchase or signs up to a mobile contract in the nearby Orange shops can have a go at helping the Orange elves free Santa Claus and receive an extra gift to put under the Christmas tree. There are thousands of gifts on offer. Today famous radio personality David Antoine tested the Santa Claus animation himself and distributed the very last 100 CD's at the Orange booth.

Cristina Zanchi, Chief Consumer Officer at Orange Belgium, explains: "Like every year, we want to thank our customers for doing their Christmas shopping at Orange. This year, we especially wanted to thank the customers shopping in Brussels, by offering them an extra gift to surprise their friends and family. After shopping in the Orange shop in Rue Neuve, City 2 or Anspach, they can go to Place de la Monnaie to help our elves free Santa Claus and pick up one of the thousands of gifts waiting for them, from high-end smartphones such as the latest iPhone or Samsung, to Bluetooth headphones, earplugs, speakers… And we're honoured that David Antoine has signed his last 100 CDs especially for the fans walking by to check out our Santa Claus. We are happy we could help David support his good cause and added a little bit of magic for our customers."

Orange Belgium surprises its customer year after year with extra gifts

Last year Orange Belgium installed a gigantic remote controlled claw machine, 18 metres long and 7 metres high, in Antwerp to let customers win extra gifts. Players steered the claw arm from left to right, up and down, trying to close the claw at the perfect moment to grab a gift. Orange distributed hundreds of gifts that holiday season.

In 2016, Orange kicked off the festive season with a massive roll of wrapping paper attached to Antwerp Tower. Thousands of shoppers used the specially designed paper to wrap presents to their hearts' content.

The Pop Media agency is responsible for the animation, which is a real eye-catcher in the shopping heart of Brussels.

The Orange Santa Claus can be seen from the 17th to the 30th December 2018 at Place de la Monnaie 4 in Brussels. Orange customers can try to help to free Santa Claus between 11am and 7pm from the 21st to the 24th and on the 28th and 29th of December.

More information on: corporate.orange.be, www.orange.be or follow us on Twitter : @pressOrangeBe.

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