



Contact: Mary Beecham
Public Relations Manager
Office: 678-297-2811
mary@awesomealpharetta.com

FOR IMMEDIATE RELEASE

Downtown Alpharetta Kicks Off Holiday Season

ALPHARETTA, GA -- November 22, 2010 -- A weekend of festivities will ring in the holiday season Saturday, December 4th and Sunday, December 5th in downtown Alpharetta.

The fun kicks off with a Christmas Open House sponsored by the Downtown Alpharetta Trade Association on Saturday from 12 to 6 p.m. Shoppers will enjoy refreshments, in-store specials and wonderful gift selections at all participating stores. A special Christmas Farmer's Market will be open until 5 p.m. next to City Hall, offering homemade jams, fudge and baked goods, as well as handmade gifts and decorations and a visit from Santa himself.

Sunday, December 5th, the celebration continues as shops re-open at noon for more holiday gift buying. A visit to each store on either Saturday or Sunday will qualify shoppers to win a \$100 gift certificate, a six month family membership at the Ed Isakson/Alpharetta YMCA or a year of services at Mammoth Car Wash. A list of participating stores is available at the Downtown Alpharetta Welcome Center at 178 South Main Street now through Saturday, December 4th or at www.awesomealpharetta.com.

The Alpharetta Historical Society will open the doors of the Milton Log Cabin between the hours of 3 and 5 p.m. on Sunday to allow visitors to experience Christmastime in a cabin in the early 1800s. Members in period dress will greet guests with candle and oil lamp lights and a warm cheery fire, share old time holiday recipes, show examples of period toys and decorations and offer refreshments and gifts for the kids.

Capping off the weekend is Alpharetta's 33rd Annual Christmas Tree Lighting beginning at 5 p.m. The entertainment program will feature live music and caroling with James Casto plus performances by the Rhythm n' Shoes Dance Program and the Alpharetta Christian Academy Children's Chorus. The Christmas tree will be lit at approximately 5:40 p.m., just before the arrival of Santa and Mrs. Claus on a City of Alpharetta fire truck, a tradition since the first event

32 years ago. Also a tradition, “Twas the Night before Christmas” will be read by Mayor Arthur Letchas and his wife Sally on the main stage.

Milton Square City Park will offer lighted train rides, holiday crafts and face painting as strolling elves create free balloon sculptures. The shops will remain open until 7 p.m. and several area restaurants, including Smokejack, 52 Bistro and Pure Taqueria, will offer later hours for Sunday evening dining.

The Log Cabin, Tree Lighting and parking are all free – and so is the fun. Make plans now to experience this very special holiday weekend in downtown Alpharetta!

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit awesomealpharetta.com for more information.

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