

For Immediate Release

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NEWS RELEASE

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**FIRST EVER JINGLE JAM EVENT TO BRING NEW HOLIDAY
ACTIVITIES TO DOWNTOWN HOLLAND ON NOVEMBER 21**

HOLLAND, MI — Start your holiday shopping off early at Downtown Holland's first-ever Jingle Jam event on Saturday, November 21 from 12:00 pm – 8:00 pm. Jingle Jam is a spin off of the traditional Holiday Open House, but with more fun for the entire family...and extended hours so you have plenty of time to shop for all of those holiday gifts!

Residents and visitors alike are invited to stroll the decorated streets and shop the day away in Downtown Holland's one-of-a-kind clothing boutiques, gift shops, sporting good stores and art galleries all featuring unique gift options you won't find anywhere else! To help you find the perfect present, over 30 participating businesses will be offering free gift-wrapping, giveaways, discounts, complimentary refreshments and other promotions during this special shopping event.

The Windmill Barbershop Chorus, Holland Chorale Dickens Carolers and Holland Christian Living Hope Singers will be strolling throughout downtown during the Jingle Jam, singing traditional holiday carols and holiday pops favorites. While listening to the carolers, event attendees can also sample complimentary roasted chestnuts right on 8th Street.

From 12:00 pm – 6:00 pm, children and their parents can take a free trolley ride with Santa Claus throughout Downtown Holland and visit his reindeer at the petting corral. Grab a cup of hot cocoa at a coffee shop to warm up or take a break from shopping with a mouth-watering meal at a restaurant or

pub.

At 7:00 pm, everyone is invited to attend the annual Downtown Holland tree-lighting ceremony on the corner of 8th Street and Central Avenue in front of PNC Bank, where City representatives and Santa Claus himself will lead a countdown before lighting the tree for the season. Following the tree-lighting, stay for a Christmas carol sing-along led by the Windmill Barbershop Chorus.

Jingle Jam Participating Businesses:

Apothecary Gift Shop
Borrs Shoes and Accessories
The Bridge
Crane's In The City
Crust 54
Decadent Dogs
DesignWorks Interiors
Frances Jaye
Fris Downtown
Fustini's of Holland
GarenHuis Yarn Studio
Gazelle Sports
Home & Company
jb and me
Karla's Place
Lake Effect Gallery
Michigan Pantry
Moynihan Gallery
Muriel's Intimate Apparel
Orange Leave Frozen Yogurt
The Outpost of Holland
Peachwave Frozen Yogurt
Poppin Huis
Reader's World
The Seasoned Home
Silver Fox II Jewelry
Spring Sweet
Teerman's
Tin Ceiling

Tip Toes
Urban Found
Warner Vineyards
Yeta's Fine Fashions