

downtownholland

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NEWS RELEASE

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GIRLFRIENDS WEEKEND SHOPPING EVENT RETURNS TO DOWNTOWN HOLLAND THIS MARCH

Holland, MI – Downtown Holland, West Michigan’s premier shopping destination, is pleased to announce plans for this year’s Girlfriends Weekend event, scheduled for Friday, March 4 – Sunday, March 6. During this three-day event, women are invited to celebrate their friendships as they relax, shop, toast and live it up in Downtown Holland! Registration for the event is just \$50 per person, which includes a swag bag stuffed with goodies from Downtown Holland shops, a coupon book full of savings, fun hands-on activities, a cocktail party kick-off and Sunday brunch buffet.

Girlfriends Weekend kicks off the afternoon of Friday, March 4 with a cocktail party kick-off from 2:00 pm – 5:00 pm at the Courtyard Marriott, Downtown Holland’s newest hotel property. Attendees can enjoy light appetizers and a complimentary beverage while meeting up with friends old and new. A cash bar will also be available. Participating businesses will stay open until 8:00 pm so attendees can shop the night away after enjoying dinner at one of Downtown Holland’s dining establishments.

Saturday, March 5 begins with a delicious breakfast and fashion show at the Haworth Inn and Conference Center, organized by the stylish staff from Studio K Clothing Company. This high-energy style show will highlight the unique selection of clothes, shoes, jewelry and other accessories that can only be found in the boutiques of Downtown Holland. Attendees must purchase tickets to the breakfast and fashion show in advance when they register for Girlfriends Weekend. Tickets are just \$15 each and a limited number are available.

The rest of Saturday is free for attendees to shop till they drop, wine and dine at a number of pubs and restaurants and indulge in manis, pedis, massages and more. Attendees can also participate in a number of free in-store activities, including mini makeovers, trunk shows, skin consultations, chocolate sampling and more. A number of classes will also be available for a small additional fee, including cooking demonstrations, jewelry making, and wine tasting, among others. Women will also have the chance to enter drawings to win free designer clothing, frozen yogurt and other exciting prizes.

On Saturday night, Girlfriends Weekend will host a pajama party at the Park Theatre, featuring a DJ, dancing, cash bar, free photo booth and party favors. Tickets to the PJ party are an

additional \$15 and must be purchased in advance when registering for Girlfriends Weekend as space at the Park Theatre is limited.

Girlfriends Weekend will conclude on Sunday, March 6 with a brunch buffet at Alpenrose Restaurant. Women will dine on a wide variety of breakfast and lunch entrees, soups, salads, desserts and more before heading out to make their last minute purchases and returning home. Brunch reservations can be made in advance when registering for the weekend.

Advance registration for Girlfriends Weekend is required online at www.girlfriendsweekend.org. While overnight accommodations are not included in the Girlfriends Weekend registration price, room blocks have been reserved at Downtown Holland hotels, including CityFlatsHotel, Courtyard Marriott, Haworth Inn and Conference Center and Teerman Lofts, all located within walking distance to all Girlfriends Weekend events and activities. Visit the hotel page on the Girlfriends Weekend website for details on how to make your reservation.

Girlfriends Weekend is sponsored by Home & Company, with in-kind support from Alpenrose Restaurant, Courtyard Marriott, Haworth Inn and Conference Center, Park Theatre and Studio K Clothing Company. For more information on Girlfriends Weekend, please contact the Downtown Holland office at 616.796.1210 or e-mail info@girlfriendsweekend.org.

Additional Information:

www.girlfriendsweekend.org | www.facebook.com/girlfriendsweekend

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