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FOR IMMEDIATE RELEASE

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**ANNUAL HOLIDAY OPEN HOUSE MARKS BEGINNING OF
HOLIDAY SEASON IN DOWNTOWN HOLLAND**

Downtown Holland will mark the beginning of the holiday season with their annual Holiday Open House event on Saturday, November 17 from 6:00 pm – 9:00 pm. In addition to the Holiday Open House, a variety of fun holiday happenings for the entire family will take place in Downtown Holland from November through January.

During the Holiday Open House, visitors are invited to stroll the decorated streets filled with singing carolers, roasting chestnuts and one-of-a-kind shops, galleries, boutiques and restaurants all offering holiday refreshments and free gift-wrapping on all purchases. With close to 40 different merchants participating, you might even spot Santa picking up a few special items for those on his “nice” list while he hands out candy canes to children.

Other Upcoming Holiday Events in Downtown Holland:

Holiday Kerstmarkt

November 17 – December 8 (Days and hours vary.)

Bring your list and check it twice! The Holland Area Friends of Art’s open-air European Christmas market at the Eighth Street Market Place is an ideal place to shop for unique handcrafted gifts and enjoy authentic Dutch holiday treats. Sixteen vendors are housed in historically crafted booths offering fresh greenery, trees, wreaths, hand-knit clothing and accessories, wooden boxes and toys, pet items, ornaments, Dutch gifts, folk art, handmade jewelry, warm snacks and beverages and much more!

Santa’s House

November 23 – December 24 (Days and hours vary.)

Visit Santa Claus at Home & Company in Downtown Holland! Children will have a chance to sit on Santa’s lap and whisper all of their holiday wishes. Santa even has a special treat for each child to enjoy. There is no charge to visit Santa, but don’t forget to bring your camera!

Parade of Lights

Tuesday, November 27 (6:30 pm)

Santa arrives in Downtown Holland during the annual Parade of Lights escorted by bands, floats, vehicles and individuals...all decked out in sparkling holiday lights! Close

to 80 different entries will illuminate the streets of downtown during this brilliant procession. The parade begins at the corner of 8th Street and Columbia Avenue and continues down 8th Street until it reaches the Eighth Street Market Place, home of the Holiday Kerstmarkt. At the end of the Parade, Santa will take the time to greet his fans young and old alike!

Sinterklaas Eve Procession

Friday, December 7 (7:00 pm)

Reminiscent of years gone by, this special event celebrates Sinterklaas, the benevolent St. Nicholas. In true Dutch folk tradition, Sinterklaas arrives each December on his great white horse, surrounded by the mischievous Piets, who bring candy to all of the children. Sinterklaas will lead the procession of young and old alike, beginning at the corner of 12th Street and Central Avenue to Centennial Park. At the park, the mayor will officially “welkom” Sinterklaas to Holland. Afterwards, everyone is invited across the street to the Holland Museum to meet Sinterklaas and enjoy holiday refreshments. Children are also invited to create holiday crafts at the Holland Armory prior to the arrival of Sinterklaas.

Up On The Rooftops

Friday, December 7 (6:00 pm to 9:30 pm)

An exclusive tour of Downtown Holland’s rarely seen second story and other secret gems! Tickets for this highly anticipated event are just \$20 each and must be purchased in advance. The \$20 ticket price also includes a dessert reception, either before or after the self-guided tour, in the beautiful lobby of Fifth Third Bank. Tickets are available for purchase online at www.upontherooftops.com and at the Downtown Holland office at 44 West Ninth Street. Up On The Rooftops is proudly sponsored by Fifth Third Bank and GDK Construction Co. with special thanks to Alpen Rose Restaurant and Lemonjello’s Coffee.

Shopping Jam

Saturday, December 15 (8:00 am to 10:00 am)

Shop early...come as you are...and save big at Downtown Holland’s annual Shopping Jam! Participating stores open early for this special event. Save 30% off at least one item from 8:00 am – 9:00 am and 25% off at least one item from 9:00 am – 10:00 am. It’s the perfect time to finish your Christmas shopping!

Ice Sculpting Competition

Friday and Saturday, January 4 - 5

Downtown Holland is once again partnering with the National Ice Carving Association (NICA) to host a Collegiate Invitational Ice Sculpting. Together, Downtown Holland and NICA will bring talented students from colleges around the Midwest and beyond together for this exciting weekend-long competition. This is one “cool” event you won’t want to miss! The compulsory competition will take place the evening of Friday, January 4, while the freestyle competition will be held the afternoon of Saturday, January 5. Bundle up and come watch in amazement as the ice flies, then check out the glistening works of art later on!

Additional Information: [WEBSITE](#) | [FACEBOOK](#) | [TWITTER](#)

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