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## NEWS RELEASE

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### **EXCITING ADDITIONS IN STORE FOR DOWNTOWN HOLLAND'S ANNUAL HOLIDAY OPEN HOUSE EVENT**

HOLLAND, MI — Over 45 merchants will open their doors from 6:00 pm – 9:00 pm next week Saturday, November 22 for the annual Holiday Open House event in Downtown Holland. Residents and visitors alike are invited to stroll the heated cobblestone sidewalks, browse through holiday merchandise and enjoy complementary refreshments at participating businesses during this popular event, which marks the beginning of the holiday season in Downtown Holland.

The streets of Downtown Holland will be decorated for the season with custom-designed banners, urn pieces and light pole swags in time for the Holiday Open House. During the event, the Windmill Barbershop Chorus, Holland Chorale Dickens Carolers and Zeeland High School's Varsity Voices will be strolling throughout downtown, singing traditional holiday carols and new favorites. Downtown Holland staff will also be roasting chestnuts outside of GDK Park, located by PNC Bank, during the event and everyone is invited to stop by for a free sample of a traditional taste of the holidays. Santa and Mrs. Claus can also be spotted during the Holiday Open House, strolling throughout Downtown Holland during the event and handing candy canes out to children.

For the first time ever, participating merchants will be competing in a holiday window display contest beginning the night of the Holiday Open House through Sunday night. Merchants will be pulling out all of the stops to transform Downtown Holland's shop windows into magical holiday displays in the tradition of larger locales like New York City. Visitors are encouraged to vote for their favorite window display via text message or online at [www.holidayopenhouse.org](http://www.holidayopenhouse.org). The merchant that receives the most votes by Sunday night will be given a \$100 check to the non-profit organization of their choice. In addition, all voters will be entered for a chance to win \$100 in West Coast Cash, courtesy of the West Coast Chamber of Commerce. West Coast Cash is the equivalent of a gift certificate that can be redeemed at over 75 locally-owned businesses in Holland and Zeeland. For more information, visit [www.westcoastchamber.org](http://www.westcoastchamber.org).

Downtown Holland will have also new addition to the holiday décor this season, a beautiful Christmas tree that will be installed in front of PNC Bank on the corner of 8th

Street and Central Avenue. Everyone is invited to attend Downtown Holland's first ever tree lighting ceremony at 8:00 pm on November 22, where City representatives and Santa Claus himself will be lighting up the tree, followed by a sing-along of a few traditional carols.

Holiday Open House Participating Businesses:

Alpen Rose Restaurant	Lake Effect Gallery *
Apothecary Gift Shop *	Michigan Pantry *
Blu Veranda *	Moynihan Gallery *
Borrs Shoes	Muriel's Intimate Apparel *
Canterbury Cottage *	Newb's *
Carolyn Stich Studio *	Orange Leaf Frozen Yogurt *
Cottage Corner and Downtown Antiques	Peachwave Frozen Yogurt *
Cotton Bay Boutique	Reader's World
Frances Jaye	SandCastle for Kids
Fris Downtown	Silver Fox II Jewelry
Fustini's Oils and Vinegars	Spring Sweet *
Gazelle Sports	Studio K Clothing Co. *
Gliks Boutique	Teerman's *
Gliks Mens Shop	The Blackbird
Harbor Wear	The Seasoned Home *
Holland Peanut Store *	Thomas A. Davis Jeweler *
Holland Rescue Mission *	TIKAL *
Hom By Benchmark *	Tin Ceiling *
Home & Company *	Tip Toes *
Interiors on 8th	Uptown Gallery and Frame Shop
jb and me *	Warner Vineyards
Karla's Place *	Yeta's Fine Fashions *
Kilwin's Chocolates *	

\* Indicates Window Display Contest Participant

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

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