



Media Contact

Jeanine Jones

Public Relations Manager

Office: 678-297-0102

[jeanine@awesomealpharetta.com](mailto:jeanine@awesomealpharetta.com)

## **Alpharetta's Season of Celebration Spans Two Weekends**

*Events will take place on two Saturdays: Dec. 1 and Dec. 8*

*Light The Night, Dec. 1, 4 – 8 p.m.*

*Magical Winter Village, Dec. 8, 4 - 8 p.m.*

**ALPHARETTA, GA - (Nov. 14, 2018)** – Residents and visitors get two holiday events in one with the Season of Celebration in downtown Alpharetta spanning two consecutive Saturdays. The Light the Night event takes place on Saturday, Dec. 1 and Magical Winter Village will be on Saturday, Dec. 8.



### **Light The Night – Saturday, Dec. 1**

The magic of the holiday season glistens at Alpharetta's annual tree lighting event on Dec. 1 in downtown Alpharetta. The fun starts at 4 p.m. with pre-event festivities including free visits with Santa, falling snow, marshmallow roasting, free children's crafts, face painting and balloon art. Festival goers can plan to have dinner or enjoy warm beverages from the downtown restaurants and food trucks.

Alpharetta community groups will present festive programs on the large stage which will be filled with great music, exciting performances and lots of fun for the whole family. At 6:15 p.m., everyone will cheer as the grand 45-foot live spruce tree is lit with 10,000 white lights.

Festivities do not end with the tree lighting. Festival goers can cheer on their favorite team as this year's SEC Championship game will be broadcasted LIVE on the big screen beginning at 4 p.m. on the Village Green.

### **Magical Winter Village – Saturday, Dec. 8**

Enjoy a second weekend of holiday fun at downtown Alpharetta's Village Green. The *Magical Winter Village* will include visits with Santa, strolling holiday characters, musical performances, snow, free children's crafts, marshmallow roasting, and festive foods. The surrounding stores will stay open, so everyone can get some extra holiday shopping done, then get their gifts wrapped at the complimentary gift-wrapping station.

Festival goers will have the opportunity to give back to the community by donating to the Holiday Food Drive for the North Fulton Community Charities. Bags for non-perishable food donations can be picked up at the Dec. 1 event and brought back on Dec. 8 for a booklet filled with holiday discounts to more than 50 local businesses.

"The lighting of the tree has been a long-standing tradition for downtown Alpharetta and it is so exciting to add an additional event to the holiday season," said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. "This year, residents and visitors have two weekends of holiday fun to look forward to enjoying. The downtown Alpharetta area will be magical with all the holiday activities, lights, snow, shopping and merriment."

Both events are free. Free parking is available on the street or at the Alpharetta City Hall Parking Deck (2 Park Plaza). For more information, please visit: [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named "One of the South's Friendliest Cities" by *Southern Living Magazine* and "One of the Best Places to Visit in Georgia" by *Vacationidea.com*, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit [awesomealpharetta.com](http://awesomealpharetta.com).

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