



Media Contact

Jeanine Jones

Public Relations Manager

Office: 678-297-2811

jeanine@awesomealpharetta.com

Get In The Holiday Spirit at Alpharetta's Season of Celebration Tree Lighting

Two trees simultaneously lit and holiday festivities in Downtown Alpharetta, Dec. 6

ALPHARETTA, GA - (Nov. 14, 2019) – The magic of the season glistens at Downtown Alpharetta's annual tree lighting event, Season of Celebration presented by WellStar, on Friday, Dec. 6. New this year, two trees will be lit simultaneously to usher in the holidays. The traditional spruce tree in Ole Milton Park and a beautiful tree of lights on the Town Green will both be lit at 6:30 p.m. The celebration begins at 6 p.m. and will fill the downtown area with various attractions: musical performances, Santa, children's activities, food trucks and more! The event is free to attend for all.



Alpharetta has been celebrating with an annual tree lighting for 43 years with the first event being held in 1976. The traditional live spruce tree in Old Milton Park is 55 feet tall and will be adorned with 40,000 twinkling lights. New for this year, a 25-foot tree of lights will be set up in the Town Green opposite of the event's main stage. Both will be lit at the same time making the celebration even bigger this year.

The fun starts at 6 p.m. with pre-event festivities on the Town Green including free visits with Santa and his elves, falling snow, marshmallow roasting, free children's crafts, face painting, bubbles and balloon art. Alpharetta's life-size Nutcracker collection will also be on display for holiday photos and selfies. Event goers can plan to have dinner or enjoy warm beverages from the downtown restaurants and food trucks.

Alpharetta community groups including Alpharetta Elementary School's 4th and 5th grade chorus, Alpharetta Community Chorus, City of Alpharetta's Rhythm 'N Shoes and many more will present programs on the main stage which will be located on the Town Green.

Alpharetta's Mayor, Jim Gilvin, is scheduled to announce the kick-off of the city's **2nd Annual Holiday Food Drive** benefitting North Fulton Community Charities, which will run from December 6 – 20. Volunteers from NFCC will be on hand passing out their pantry wish list and shopping bags courtesy of the City of Alpharetta's partner, Publix on Haynes Bridge Rd. All food drive donors will receive a booklet filled with seasonal savings to local businesses and restaurants.

"The lighting of the tree has been a long-standing tradition for Alpharetta and an important way to mark the start of the holidays for our community," said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. "The Downtown Alpharetta area will be magical with all the activities, lights, nutcrackers, snow, shopping and merriment."

The fun doesn't stop at Season of Celebration on Friday night. Visitors can enjoy an entire weekend of events, shopping and dining in Alpharetta, Ga throughout the holiday season. From tree lightings, ice skating and culinary celebrations to theater offerings, there is a wealth of family-friendly events for everyone to enjoy. Visitors can make plans to check off everything on their gift giving list and spend their visit exploring the city's more than 250 shops and 200 restaurants. For a full listing of Alpharetta's 26 hotels and holiday happenings, please visit www.awesomealpharetta.com.

Season of Celebration is free. Free parking is available throughout the downtown area including the City Hall Parking Deck located at 2 Park Plaza and the new parking deck at 92 Milton Avenue and the 45 Roswell Street parking lot.

The 2019 Season of Celebration's presenting sponsor is WellStar and additional sponsors include the Alpharetta Convention and Visitors Bureau, EVEN Hotel Alpharetta and Pete's Plumbing.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta's 26 modern and affordable hotels directly at www.awesomealpharetta.com. 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.

###