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Downtown Waukesha Prepares for the Holiday Season

Waukesha Downtown Business Association Members Team Together to Promote the City

Waukesha, WI, November 13, 2009 – The Waukesha Downtown Business Association announced today an exciting holiday shopping experience in Historic Downtown Waukesha. Beginning with the holiday tree lighting on November 20 and the parade on November 22, the city comes alive with activities planned by the merchants of Downtown Waukesha.

It's Holiday Time in the City. The atmosphere reminds you of Christmases past. The ambiance includes elaborately decorated store window displays, music in the streets, and horse drawn carriages.

Calling the activities, *Silver Bells* in Waukesha, the events will be held during the four Saturdays before Christmas (November 28-December 19). You will step back in time to that magical time when life was simple and the holidays were more than commercialism. Adults and children alike will enjoy pictures and breakfast with Santa, an old fashion tree lighting ceremony, music on the streets, live reindeer, and of course, caroling groups strolling the streets.

The horse carriage rides are the city's answer to old fashioned taxis taking shoppers to their favorite stores. Shoppers will access the carriages at various identified stops throughout the downtown.

List of some 2009 events:

- November 20 **Hometown Christmas Tree Lighting** – Friday, 6:00 p.m.
The lighting is held at the Main Street Plaza mall and there will be caroling, free hot cocoa, and please bring food items for the Salvation Army food pantry.
- November 22 **Santa Photos** – Sunday, 12:00–3:00 p.m.
See Santa before the Parade at Martha Merrell's Books and Cuddles. Pictures start at \$6.00. Personal Cameras are welcome.
- November 22 **47th Annual Waukesha Christmas Parade** – Sunday, 4:00–5:30 p.m.
The Parade is brought to you by our friends at BloodCenter Wisconsin and features local bands, floats, your favorite characters, and Santa.
- November 22 **Holiday Stroll & Open House** – Sunday, 12:00–4:00 p.m.
Don't forget to visit your local merchants and view their brightly decorated holiday windows prior to the parade.
- November 27 **Day After Thanksgiving Sale** – Friday, 10:00–8:00 p.m.
Most of the shops downtown will be offering specials.
- November 29 **Photos with Live Reindeer** – Saturday
For a really unusual holiday family photo visit the Waukesha Antique Mall's live reindeer sponsored event in the parking lot.

- December 5, 12, & 19 **Santa Breakfast Workshop** – Saturday, 8:00–10:00 a.m.
Have breakfast with Santa at Martha Merrell’s Books and Cuddles. Breakfast, caroling, cookie decorating, storytelling, etc. will take place. Make sure to tell Santa your Christmas List this year. The breakfast and activities is \$15 per person.
- December 5, 12, & 19 **Santa Photos** – Saturday, 1:00–3:00 p.m.
Make sure to tell Santa your Christmas List this year. He is happy to talk you and take a picture. Pictures start at \$6.00. Personal Cameras are welcome.
- December 5 **Art Crawl** – Saturday, 4:00–10:00 p.m.
Many downtown shops are open late for this annual event. See visiting artists at any downtown galleries. The perfect night to find a special Holiday gift.
- December 12 **Waukesha Santa Charity 4K Run/Walk** – Saturday, 9:00 a.m. preregistration, Saturday, 10:00 a.m. race begins.
Enjoy the bagpipe entertainer and the Santa costumed runners. Registration is open to all. Register at selected local downtown shops.
- December 11, 12 & 13 **Secret Santa Shopping** at Waukesha Downtown shops.
- December 18, 19, 20 **Christmas Story Telling** in selected Waukesha Downtown shops.

Many more information on these and other activities that will be held downtown, please check the calendar at www.downtownwaukesha.com



The Waukesha Downtown Business Association is made up of approximately 60 independent businesses owners who have been meeting to plan the Silver Bells holiday season events since July.



Local show owners have gone all out decorating their store windows for the enjoyment of the holiday shoppers

This is a River's End Gallery window at 380 W Main Street, Waukesha