



FOR IMMEDIATE RELEASE:

SAVE THE DATE! Downtown Northampton Association (DNA) to Hold First-Ever Downtown Northampton Holiday Stroll

Northampton, Mass; November 28th, 2016 - The streets are lit and the holidays are here - it's time to close the streets to traffic and have a party! Join the Downtown Northampton Association (DNA), an organization composed of community stakeholders invested in the success of Downtown Northampton, as we celebrate the season with Northampton's first-ever downtown Holiday Stroll from 5 to 8 pm on December 9th, 2016.

"We're so grateful for the amazing level of support from every part of our community for this event," said Amy Cahillane, Executive Director of the Downtown Northampton Association, "The City is going all out to make sure this is the best holiday season downtown ever."

A season's worth of events and family-friendly entertainment is packed into one amazing night. Come roast marshmallows in the fire pit on the rainbow crosswalk in front of Thornes Market. Sing carols along with the Pioneer Valley Symphony Chorus. Hear Mayor Narkewicz read a book! Enjoy being serenaded by acapella groups and dance to tunes spun by a live DJ from Hits 94.3. Sample special food and drink from local cafes and restaurants. Jump aboard a hayride through the center of town. Enter a burger eating contest at Local Burger! Dress like an elf and maybe win a prize! There'll also be face painting, a photo booth, giant puppets and amazing street entertainers.

The list goes on! Martial Arts demonstrations! Celtic Heels dancing! Gingerbread house construction! There will be one-of-a-kind special deals at local shops, a fire truck and police cruiser for your children to explore - and rumor has it that even Santa Claus may make an appearance!

Under the warm glow of the lights recently lit by the DNA, Main Street will be closed to vehicle traffic for the Holiday Stroll, making it easy to walk and enjoy all the festivities planned up and down Main Street. Come celebrate the holiday season with help from the Mayor's office, the Police Department, the Fire Department, the Department of Public Works, downtown businesses, our many sponsors, and your fellow residents for an event the likes of which has never been seen on the streets of Northampton! For more information visit: <http://www.northamptonholidaystroll.com>

You can't miss it. It's the party of the season in Northampton.

Let's do something downtown. Now.

About the DNA: The DNA is an organization that seeks to improve the business and cultural strength of downtown Northampton through investments in programming, beautification and advocacy. For more information, visit www.northamptonDNA.com. Let's do something downtown. Now.

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