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DOWNTOWN VALLEJO PLANS BIG WINTER WONDERLAND EVENT & \$1000 GRAND PRIZE

Month Long Event Features Open House, Santa Visits, Beautiful Decorations & Prizes for Shoppers

Vallejo, CA – November 22, 2004 – The Downtown Association of Vallejo announced today that it is sponsoring a month long holiday "Winter Wonderland" to promote Downtown Vallejo. The event includes in store promotions, extensive holiday decorations, merchant open houses, evenings with Santa, carriage

rides, music and much more.

In store promotions will begin Friday November 26, 2004 with the "Winter Wonderland Passport to Downtown" contest. Simply visit any participating business to pick up a passport. Then visit the 50 businesses in your passport to get your passport stamped. When it is full, turn it in by December 18th for a drawing to win \$1000 in cash and other great prizes.

The holiday events kick off Saturday, December 4, noon to 6pm in conjunction with the Vallejo tree lighting on Georgia Street that evening and then Wednesday evenings 6pm to 9pm on December 8th, 15th and 22nd. Many merchants plan to welcome shoppers with warm cider and holiday snacks.

"The Downtown stores want to draw of the summer's successful Wednesday Night Celebration and keep the excitement going through the holidays," said Michael Wilson, President of the Downtown Association. "Everyone has done a phenomenal job to make this a really big event for the whole family."

For the kids, along with festive Winter Wonderland decorations throughout the downtown, Santa will visit 332 Georgia St. from noon to 6pm on Saturday December 4, and 6pm to 9pm Wednesdays December 8th, 15th and 22nd. There will also be music throughout by local choral groups, bands and bell ringers.

ABOUT THE DOWNTOWN ASSOCIATION OF VALLEJO

The Downtown Association of Vallejo is a non-profit formed in 1948 to promote the Downtown Vallejo Business District. For inquiries, contact the Downtown Association of Vallejo at 401 Georgia Street, Vallejo, CA 94590. Telephone (707) 554-6199; fax (707) 654-7909; e-mail theagrig@yahho.com