

FOR IMMEDIATE RELEASE

*"City sidewalks, busy sidewalks
dressed in holiday style
in the air there's a feeling of Christmas..."*

Imagine horse-drawn trolley rides, festive Victorian Carolers spreading seasonal glad tidings as they meander our historic uptown streets. Shops, lit and warm, welcome visitors with gingerbread, hot cider, and personal greeting as only specialty boutiques and shops can. Friday, December 1st will be a unique holiday experience and create memories that will last a life time. Bring a date, get some friends together, come alone, or treat your family to this charming uptown tradition.

FREE on-street parking beginning at 5pm, compliments of The Saint John Parking Commission.

6-9pm Horse Drawn Trolley Rides Around King's Square

6pm Mayor's Tree Lighting in Loyalist Plaza

5:30-8:30pm East Coast Caroling Throughout the City Streets

6-7pm Caroling in King's Square

7-9pm The City Market at Night

5-9pm CenterBeam Courtyard Holiday Craft Market

6-8pm Holiday Sax Music Throughout the City Streets

Uptown Sparkles Girl – Watch for our Magical 'Sparkles' all evening!

For all information, visit uptownsparkles.com.

About Uptown Saint John Inc.

Established in 1976, the Uptown Saint John Business Improvement Association is the official voice of more than 650 businesses and property owners operating in Uptown's 20-block business improvement area. Responsible for events such as Burger Week, Uptown Sparkles, Chop Chop, the Santa Claus Parade and the Summer Concert Music Series, Uptown SJ promotes and advocates for businesses Uptown.

Contact Information:

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UPTOWN

Sparkles



Friday, December 1 | 5pm

Join us as we celebrate the season, with old world charm and holiday delights!

Uptown
SAINT JOHN

love · life · uptown