

FOR IMMEDIATE RELEASE

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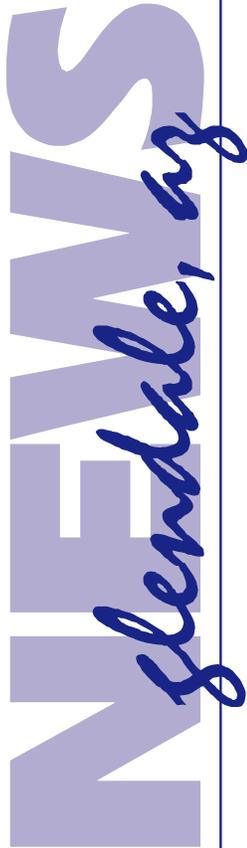
GLENDALE ROLLS OUT THE HOLIDAY SPIRIT FOR CHRISTMAS IN JULY, JULY 18

GLENDALE, Ariz. – The weather may be frightful, but shopping in downtown Glendale during Christmas in July will be delightful! Celebrate the joy of the season early on Saturday, July 18 from 10 a.m. to 4 p.m. and enjoy a fun-filled day of holiday crafts, sweet treats and exclusive deals in Historic Downtown Glendale.

With only 159 days left to get all of your shopping for gifts and decorations complete, start early and avoid the rush! Christmas cheer begins at the Glendale Visitor Center, where you'll pick up your holiday map, coupons and gift bag (for the first 500 visitors) and take a spin on the prize wheel. Then hop on board the cool and comfortable Glendale Express Shuttle, which will provide rides throughout Old Towne and Catlin Court. Visit boutique stores, specialty shops, and downtown eateries for giveaways and great deals.

Christmas music will play throughout the neighborhood while shoppers can get into the spirit of the season. Santa himself will take a break from making toys to make a stop in downtown Glendale, between 11 a.m. and 1 p.m. at Az Dolls and Gifts.

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Christmas in July

Add 1.1.1

In addition, downtown businesses will offer fun-filled holiday activities, including decorating a Cerreta's Chocolate Christmas tree, Christmas card-making at The Creative Quest and The Tea Shoppe, and a make-and-take beaded snowflake at The Bead Museum, all for a nominal fee. Glendale Flowers will also have a free make-and-take craft for the first 200 visitors.

In the spirit of holiday giving, the Glendale Visitor Center will be accepting non-perishable food items to benefit the St. Mary's Food Bank. During the summer, the food bank shelves are at their most bare, so shoppers are encouraged to bring donations to help families in need.

Christmas in July also kicks off the start of decorating 1.5 million lights for the annual holiday light display, Glendale Glitters, Azcentral.com's Critics' Choice for Best Festival. The installation of the holiday lights takes more than 5,000 labor hours to complete in order to be ready for Glendale Glitters Spectacular on November 27-28, from 5 to 10 p.m.

For more information, contact the Glendale Visitor Center at 623-930-4500 or visit www.visitglendale.com. You can also follow Glendale on www.facebook.com and www.twitter.com/glendaleaz. The Glendale Visitor Center is located at 5800 W. Glenn Drive, Suite 140.

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