

FOR IMMEDIATE RELEASE: June 24, 2013  
CONTACT: Jennifer Stein, Public Information Office, 623-930-2985

## **CHRISTMAS IN JULY, HISTORIC DOWNTOWN GLENDALE JULY 20**

**GLENDALE, Ariz.** – Santa is vacationing in Arizona this year, appearing in Historic Downtown Glendale on Saturday, July 20 from 10 a.m. to 4 p.m. for the city’s annual Christmas in July celebration. Visitors will enjoy a fun-filled day of holiday crafts, sweet treats and exclusive deals in Old Towne and Catlin Court, while having the opportunity to donate to a summer food drive.

With only 158 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 savings pack and take a spin on the prize wheel (for the first 250 visitors).

Santa himself will greet visitors and pose for photos, between 10 a.m. and 2 p.m. at A Mad Hatter’s, located at 5734 W. Glendale Ave. Photos will be available for a nominal fee or shoppers are welcome to take their own pictures with Santa.

Christmas music will play throughout the neighborhood as downtown businesses offer fun-filled holiday activities, including creating chocolate Christmas trees and decorating holiday cookies, along with special treats such as Santa sundaes with peppermint ice cream and egg nog, all for a nominal fee.

Christmas in July also kicks off the start of installing 1.5 million lights for the city’s annual holiday light display. The installation of the holiday lights takes more than four months and 5,000 labor hours to complete in order to be ready for Glendale Glitters Spectacular Weekend on November 29-30.

In the spirit of holiday giving, the Glendale Visitor Center will be accepting non-perishable food donations for Glendale’s Hope for Hunger Food Bank.

~ more ~

## **Christmas in July**

### **Add 1.1.1**

A fully-volunteer-operated food bank, Hope for Hunger's mission is to provide supplemental and emergency food through a coalition of partners from both the private and public sectors, community groups and individuals. The facility opened in May of 2012 and in just over a year, has served 545,000 tons of food to 17,000 families, feeding more than 61,000 men, women, and children. For more information on Hope for Hunger, visit [www.hopeforhungerfb.org](http://www.hopeforhungerfb.org).

Admission and parking are free. Shoppers are encouraged to utilize the free covered parking located in the Palmaire Parking Garage located at 58<sup>th</sup> Drive and Palmaire. For more information, contact the Glendale Convention & Visitors Bureau at 623-930-4500 or visit [www.visitglendale.com](http://www.visitglendale.com). You can also follow Glendale on [www.facebook.com/GlendaleCVB](http://www.facebook.com/GlendaleCVB) and [www.twitter.com/GlendaleCVB](http://www.twitter.com/GlendaleCVB). The Glendale Convention and Visitors Bureau is located at 5800 W. Glenn Drive, Suite 140.

###

Here is a complete list of activities, specials and discounts at participating merchants:  
*(activities and specials are subject to change without notice)*

The Apple Tree  
5811 W. Glendale Ave.  
Offer: 20%-30%-40% Sale Event  
Activity: Refreshments, Prizes, Gifts

Bears & More  
7146 N. 58<sup>th</sup> Drive  
Activity: Beat the Heat Christmas Treats

Bitzee Mama's Restaurant  
7023 N. 58<sup>th</sup> Ave.  
Offer: FREE Christmas Sweet Tamale with purchase.  
Discount: A dozen Red Chile or Green Corn Tamales - \$18 per dozen

Cerreta Candy Company  
5345 W. Glendale Ave.  
Activity: Make-and-Take Chocolate Christmas Tree - \$10 each

The Cottage Garden I & II  
7142 N. 58<sup>th</sup> Ave.  
7162 N. 58<sup>th</sup> Ave.  
Activity: Customer Appreciation Day! Dip your hand in the Cookie Jar for a discount. Refreshments.

The Country Maiden

7146 N. 58<sup>th</sup> Ave.

Offer: Celebrate Christmas in July-Americana Style with a two-day sale (July 21-22). Customers enjoy 25% off everything in the entire store IF any part of the product contains the colors of red, white or blue! (including our American Folk Artists).

Encore! Décor!

7023 N. 57<sup>th</sup> Drive

Offer: 10% off when you say: "I want a high end value for low end price."

Activity: Everyone will get a ticket for a drawing to win our "Wild Thing!" Come to see it!

Glass Creations

7011 N. 58<sup>th</sup> Ave.

Offer: 15% off regularly priced items through July 31!

It's Vintage Charm

7142 N. 58<sup>th</sup> Drive

Offer: 5% Discount up to \$50 & 10% over \$50

Activity: FREE Holiday Gift Goodie

Jack's Trains

7021 N. 57<sup>th</sup> Drive

Offer: 10% off on all purchases over \$10 – 15% off on purchase over \$20

Lois Loveables

5807 W. Glendale Ave.

Offer: Everything in store is 10% off up to 50% off some items.

Lulu's Boutique

5707 W. Glendale Ave.

Activity: We are having a Christmas Party, refreshments, drawings, gifts and discounts.

Papa Ed's Ice Cream

7146-B N. 58<sup>th</sup> Ave.

Offer: FREE Holiday Sprinkles. Featured menu items include Peppermint Ice Cream and Peppermint Iced Coffee

Shelley's Specialty Desserts

5845 W. Palmyra Ave.

Activity: Make-and-Take Decorate Holiday Cookies - \$2 each

Pink House Boutique

7009 N. 58<sup>th</sup> Ave.

Activity: I'm Dreaming of a PINK Christmas All Day Holiday Party

Complimentary mistletoe mojitos while you shop (ages 21+ w/ID)

Ugly sweater contest (just bring the sweater, you don't have to wear it)

Holiday craft classes all day \$8 per person, ages 8 & up. Price of class includes a coupon for a FREE single scoop of ice cream with sprinkles after class at Papa Ed's Ice Cream (featured flavor: Peppermint).

Ropin' the West

5707 W. Myrtle Ave.

Offer: 25% off all Christmas merchandise and \$1 Christmas Cash for each \$5 spent on non-Christmas related with an additional \$5 bonus for each \$25 spent.

Activity: Leather Bookmarks with a Christmas Flair

The Shoppe on the Corner

7163 N. 58<sup>th</sup> Drive

Offer: Draw Discount from Fish Bowl (up to 50% off)

The Spicery in Our 1895 Home

7141 N. 59<sup>th</sup> Ave.

Offers: FREE Dessert with purchase of entrée.

Activity: Holiday music, special holiday peppermint tea and light and frothy egg nog

Vintage Green Old Town Treasures/Essential Body Pleasures

7146 N. 57<sup>th</sup> Drive

Offer: FREE Soap Dish with purchase of two handcrafted soaps