November 12, 2017

New release   
For Immediate Release

**Countdown to Christmas Downtown**

**COBOURG, ON –** It’s time to countdown to Christmas in downtown! Kick off the holiday season at the Downtown Cobourg event happening from Friday, November 24 until Sunday, November 26. Rediscover how good Christmas feels in Cobourg. From festive window displays to a holiday checklist, experience holiday magic in your own hometown.

The event weekend will feature seasonal activities, caroling, carriage rides, reindeer, festive music, our downtown graffiti mural, and Santa! Downtown Cobourg will be a one stop shop for your stocking stuffers, gifts, and Secret Santa presents, with our local merchants, pop-up shop and Christmas wrapping station.

Let the Christmas event hand you some inspiration as we begin the Countdown to Christmas Downtown holiday checklist of 24 things you must see and do in Downtown Cobourg. With every task that you tick, and each picture you submit, the more chances to win one of five prizes of $100 Downtown Dollars. The downtown holiday checklists can be picked up at local businesses and be available at the Countdown to Christmas Downtown event. The contest runs from Friday, November 24 until Sunday, December 24. Checklists can be dropped off in Santa’s mailbox in the foyer of Town Hall. Explore and enjoy Downtown Cobourg for Christmas and win!

Come downtown before Christmas Magic on the first evening of the event, Friday, November 24th, to shop for that perfect holiday gift, and celebrate with friends and family at our wonderful restaurants. Stay late on the Friday as businesses will be open after the Christmas Magic lighting event and it is the best time to see the holiday window decorating business entries.

During the three day event keep an eye out for in-store promotions, giveaways, live music and more from your downtown businesses.

Event Details:

* Event Hours:  
  Friday, November 24 from 4PM to 9PM  
  Saturday, November 25 from 10AM to 6PM  
  Sunday, November 26 from 11AM to 4PM
* Rebound Child Youth Services Christmas Wrapping Station – all weekend
* Habitat for Humanity Ginger Bread Cookies on Second Street – Friday, November 24
* Christmas Magic and lighting of the downtown – Friday, November 24
* Snapchat Geo-filter – Friday, November 24 to Saturday, December 23
* Downtown Holiday Checklists – Tag us in your photos (@DowntownCobourg and #ChristmasDowntown) for extra chances to win

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For more information, please contact:  
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