

FOR IMMEDIATE RELEASE
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Old Pasadena Kicks Off the Holiday Shopping Season with Over 50 Events and Promotions in a Joyous Community Atmosphere

PASADENA, CA--(Marketwire - November 17, 2009) - Old Pasadena invites you to a weekend of free, festive fun for our largest holiday celebration ever, Friday November 27th through Sunday November 29th. Enjoy spectacular performances, the arrival of Santa, a magical tree-lighting ceremony, a Holiday Open House with special in-store events, exclusive savings and giveaways, and much more. All activities are free and open to the public.

The fun begins the Friday after Thanksgiving, November 27th at 6pm with Pasadena's biggest tree-lighting ceremony and Santa's arrival in the Courtyard at One Colorado. The event kicks-off the season with the 92nd Rose Queen in one of her first public appearances, holiday sing-a-longs, and the official start of the Charles Cherniss Tournament of Toys benefiting underprivileged children throughout the San Gabriel Valley. Attendees are encouraged to donate a toy to the Charles Cherniss Toy Drive to receive a complimentary photo with Santa, Friday, November 27th. Be there when Santa arrives to light the dazzling 35-foot One Colorado Christmas tree! The magical evening also marks the arrival of Santa's own personal mailbox straight from the North Pole. Children are invited to write their holiday wishes to Santa and he will respond on his personal stationery.

The celebration continues Saturday, November 28th with Old Pasadena's first ever Holiday Open House from 12-8pm. Restaurants, stores, coffee shops and beauty salons throughout Old Pasadena will offer festive in-store events and promotions. Over 50 of Old Pasadena's finest retailers including A.B.S., Kate Spade, Lather, Banana Republic, Flutter, onesipkim, Elisa B, Diesel, J. Crew and Design within Reach are offering thousands of dollars in exclusive savings and many are offering special giveaways.

Throughout the weekend, guests will experience a joyous community celebration complete with treats, giveaways, live music, and tours of spectacular holiday décor and sparkling lights on the Holiday Jolly Trolley. Attendees are invited to stop by the One Colorado Courtyard to enter into a \$1,000 Old Pasadena shopping spree giveaway.

The weekend long festival concludes with spectacular live performances and sing-a-longs from four of the area's finest choirs and live theatre groups, Sunday, November 29th at the One Colorado Courtyard. Pasadena based Theatre 360 will perform two sets of the famed Annie while the award winning Crescenta High School Choir will sing favorite holiday classics.

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Highlighted Events and Promotions

- Free yoga and exercise classes at Lululemon
- Free \$3 gift certificates for the first 100 customers at Starbucks
- A special book signing at Beyond the Olive
- A holiday sweater party at Lush
- Old Town Music's Idol Talent Competition with cash prizes
- A cocktail 'n' candy bash at Elisa B. Annex
- Lula Mae's free \$10 gift certificates for every person who donates an unwrapped toy valued at \$10 or more
- Complimentary mini facials and massages at Origins
- A \$1,300 spa giveaway at Cote d'Azur
- Complimentary photos with "Sexy Santa" at Elisa B.
- A "puparazzo" photo opportunity with the Grinch at Three Dog Bakery
- A Lobster Fest complete with a three course pre-fix lobster meal at Café Bizou
- Brunch with Santa at La Grande Orange Café
- Complimentary wine tasting flights with any entrée purchase at redwhite + bluezz

All Old Pasadena Holiday Celebration activities are free and open to the public. For more detailed information including a complete list of in-store, restaurant, coffee shop and beauty salon promotions and events the public is encouraged to visit www.oldpasadena.org/holiday or call 626.356.9725.

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