

OLD PASADENA HOSTS SAN GABRIEL VALLEY'S LARGEST HOLIDAY CELEBRATION

PASADENA, CALIF. (November 2010) - Old Pasadena comes alive with Holiday festivities throughout the district during the second annual Old Pasadena Holiday Celebration, Friday November 26th through Sunday November 28th. 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 events are free and open to the public.

The celebration begins the Friday after Thanksgiving, November 26th at 6pm with San Gabriel Valley's most popular tree-lighting ceremony and Santa's arrival in the Courtyard at One Colorado. Attendees will enjoy a joyous community atmosphere with complimentary holiday treats as well as live music performed by LA Music Academy and Pasadena's award winning theatre group Theatre 360. The event marks the first public appearance of the 93rd Rose Queen as well as 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 26th. The joyous evening also includes the arrival of Santa's own personal mailbox straight from the North Pole. Children can write their holiday wishes to Santa and he will respond on his personal stationary.

Throughout the weekend, guests are encouraged to visit Old Pasadena for the area's largest ever open house. Restaurants, stores, salons, coffee and tea shops throughout Old Pasadena are offering festive in-store events and promotions. 70 of Old Pasadena's finest retailers and restaurants including A.B.S. by Allen Schwartz, The Sunglass Hut, Lather, Bokaos Aveda, Guess, Lush, The Container Store, Design within Reach, are offering thousands of dollars in exclusive savings and many are offering special giveaways. Attendees are encouraged to visit the gift certificate table at 13 W. Colorado Blvd. to enter into Old Pasadena's annual \$1,000 shopping spree giveaway.

Highlighted Events and Promotions

- Free yoga and exercise classes at Lululemon
- A holiday fashion show complete with treats, music and giveaways at In SoHo
- A special book signing at Beyond the Olive
- 60% off selected styles at A.B.S. by Allen Schwartz
- Holiday party at Bokaos Aveda with different stations for make up touch ups, mini facials, hand massages, and treatments. Festive desserts, drinks and more
- Free \$5 gift cards (no purchase necessary) for first 20 people at onesipkim
- Complimentary mini facials and massages at Origins
- Anniversary celebration at Maude Woods with "Helen of Pasadena" book signing, champagne, hors d'oeuvres and exclusive discounts
- Complimentary photos with "Sexy Santa" at Elisa B.
- Half off all pizzas at The Kitchen Italian Café & Pizzeria
- Holiday gift wrapping demonstrations and \$25 gift card giveaways at each demonstration at The Container Store
- Complimentary food or 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 or call 626.356.9725.

Media: Please contact Kershona Mayo at 626.356.9725 or Kershona@oldpasadena.org for further information, interviews and photographs.

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