

121 W. Broadway St.
Prosper, TX 75078



NEWS RELEASE

FOR IMMEDIATE RELEASE

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December 7, 2010

Christmas Festival to dominate downtown on Dec. 12

PROSPER (December 7, 2010) For a few hours on Sunday, Dec. 12, the North Pole, legendary home of Santa Claus and his toy-making shop staffed by a merry band of elves, will be relocated to Broadway St. in downtown Prosper as the Prosper Christmas Festival overtakes the area, according to Karen Gill, Assistant to the Town Manager and one of two coordinators for the festival.

The annual event kicks off with the traditional Santa Parade which begins at 3 p.m. and winds its way from its start on North Parvin St. The parade travels south on Parvin St. then turns west on Broadway St. and concludes in the downtown area. For the next three hours, visitors will not only be able to take photos with Santa, but also be treated to a number of memorable events and activities such as holiday music mini-concerts, traditional music from a community band, all manner of holiday and non-holiday foods, participation games, a chalk art contest, a simulated ice skating rink, arts and crafts for purchase, a petting zoo, pony rides and an obstacle course.

“This is one of the Town’s biggest and best attended events, and this year we are bringing back some old favorite activities and vendors, and adding some new twists,” she said. One of the new attractions is a skating rink that simulates skating on ice. A process that allows for conventional ice skates to be used on the non-frozen surface will be utilized and placed atop the outdoor basketball court at Main Street Park.

“Skaters can pretend to be on a frozen lake, but still wear tropical clothes like shorts and T-shirts because the surface is not cold,” she said. Skates will be provided at the rink, and there is no charge for either using the skates or skating on the rink.

A map of the downtown area and the relative position of the attractions is attached to this release. Visitors are highly encouraged to make use of the free park and ride system that will pick up and drop off at the lots adjoining Reynolds Middle School.

“We’re in the final countdown and are extremely excited about the festival,” she concluded.

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 9,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 90,000 residents, Prosper’s vision is to remain a “Place Where Everyone Matters.”