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NEWS RELEASE

FOR IMMEDIATE RELEASE

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'Christmas in July' means vendor registration opens *Early registration at Prosper Christmas Festival earns discount*

PROSPER (July 24, 2015) With temperatures hovering at or near the three-digit mark, Prosper officials are inexplicably humming their favorite Christmas carols, mentally composing their Christmas gift list, and generally getting into the Christmas spirit, says Julie Shivers, Recreation Services Coordinator.

"It's all part of our Christmas in July initiative," she said. "In spite of the furnace-level temperatures outside, we've got the Prosper Christmas Festival on the brain. And, we're hoping that food and merchandise vendors join us in getting an early start to this year's festival."

As part of the "Christmas in July" push, the staff has placed the Christmas Festival Vendor Packet, which contains forms and information, on www.ProsperParksandRec.org. Once on the website, the vendor and food vendor packets are designated as "PCF."

People with handcrafted items, businesses with an interest in reaching out to attendees, and food preparation vendors who wish to participate in the 2015 Prosper Christmas Festival can already submit their application.

This year's festival is set for Saturday, Dec. 5 from 3 p.m. to 6 p.m. in the historic downtown area.

"The Christmas Festival grows in popularity every year and we expect this year's crowds to exceed 5,000 people," she said. "The high caliber and variety of our vendors add to the success of the event, and we expect this year to be bigger and better than ever, making the Prosper Christmas Festival a must-see holiday attraction!"

The Vendor Packet contains details about booth set up and dismantle, deadlines, fees, the Vendor/Exhibitor Application and Rules and Regulations. Space to exhibit and sell products within the Prosper Christmas Festival event area is awarded on a first come, first served basis. Vendors chosen to participate will receive written confirmation of approval.

The application and payment deadline for vendors and exhibitors is Friday, Nov. 13, 2015. Those who apply by Thursday, Oct. 1, 2015, will receive a \$10 discount off the registration fee. For questions, contact Julie Shivers at julie_shivers@prospertx.gov or 972-569-1064.

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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 15,000 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 70,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."