

121 W. Broadway St.  
Prosper, TX 75078



# NEWS RELEASE

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FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez, 972-623-8836

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## Forget the calendar, it's 'Christmas in July' in Prosper *Early registration for Christmas Festival vendors begins July 1*

PROSPER (July 1, 2016) The Prosper Christmas Festival Team announces "Christmas in July" is underway, as plans are in full swing for the 2016 Prosper Christmas Festival. "We are getting into the Christmas spirit," says Julie Shivers, Recreation Services Coordinator. This year's festival is set for Saturday, Dec. 3, from 3 p.m. to 6 p.m., in historic downtown Prosper.

The traditional July kick-off signals that the Christmas Festival Vendor Packet, containing forms and information, is now available at [www.ProsperParksandRec.org](http://www.ProsperParksandRec.org) and [www.ProsperTX.gov](http://www.ProsperTX.gov).

Businesses and organizations interested in sharing information; providing food for sale; and those offering handcrafted items are encouraged to get an early start by reserving their space for this year's festival. Early bird discounts are now being offered.

The Prosper Christmas Festival grows in popularity every year, with 2015 attendance reported at more than 6,000. "The high caliber and variety of our vendors add to the success of the event, making the Prosper Christmas Festival a must-see hometown attraction," added Shivers.

The Vendor Packet contains details about booth set-up and dismantling; deadlines and fees; along with the rules and regulations. Space to exhibit and sell products within the Prosper Christmas Festival event area is awarded to qualified vendors on a first-come, first-served basis. Vendors chosen to participate will receive written confirmation of approval.

Those who apply by Oct. 1, 2016 receive a \$10 discount off the registration fee. The application and payment deadline for vendors and exhibitors is Nov. 13, 2016. Questions can be directed to Julie Shivers at [julie\\_shivers@prospertx.gov](mailto:julie_shivers@prospertx.gov) or by calling 972-569-1064.

Also, sponsorships for the 2016 Prosper Christmas Festival are being solicited, with various levels of support available. Ranging from "Santa's Helper" at \$250 to "Title Sponsors" at \$4,000, each sponsor level affords escalating benefits and exposure.

New for 2016, all sponsors will receive a window cling to display indicating the Town's appreciation for their support of the Prosper Christmas Festival. For additional details and the complete list of sponsorship benefits, please visit [www.ProsperParksandRec.org](http://www.ProsperParksandRec.org).

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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 17,800 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."