

200 S. Main St.
Prosper, TX 75078



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Sponsorships help support Prosper Christmas Festival

PROSPER (October 4, 2019) Planning for the annual Prosper Christmas Festival, set for Saturday, Dec. 7 from 3 p.m. to 7 p.m. in the downtown area, has been ongoing, virtually non-stop, for the last six months. Working to put together what has become the Prosper community's favorite seasonal event, organizers have stepped up their intensity as the festival is now two months away.

Held at Frontier Park the last two years to accommodate construction downtown, the 2019 festival returns to its original location, presenting expanded attractions, wider shopping opportunities, and all of those features that have set the festival apart from other festivals, including its historic downtown backdrop.

The organizer's efforts at securing sponsors for the event have been equally fruitful, as Legacy Gardens – Inspired Living with Risland Homes and Texas Health Neighborhood Care & Wellness Prosper return this year as Title Sponsors. Sponsorship is important for many reasons, but among the most important is maintaining the event admission-free.

Among the new additions for 2019 is the Kids' Christmas Shoppe, sponsored by Cook Children's Health Care System, at the Patron level. The Shoppe is a place for children to shop for parents and siblings, with some help, in a secure environment. Proceeds from the Shoppe benefit the Prosper Parks and Recreation Scholarship Fund. The fund, coordinated with Cornerstone Network NCT, underwrites the cost of participating in recreational programs for residents who cannot otherwise afford to.

A pair of Star level sponsors round out the list of upper tier festival supporters. The Community Stage is sponsored by Prosper's Finest A/C and Heat. Ryan Blausler, Real Estate Advisor – Coldwell Banker is covering the costs of complimentary horse-drawn carriage rides, making their inaugural appearance at the event.

"Sponsors are certainly the backbone of this event," said Dudley Raymond, Director of Parks and Recreation. "No matter what level of sponsor, we are appreciative of the support and dedication to community that each one brings to the event. We have a great group of sponsors in the Title, Patron, Star, Gold, Silver, and Hometown categories this year. I encourage everyone to stop by the exhibits, get to know them, and thank them for their contributions."

Families should plan to arrive early and stay late for the annual community Christmas festival. As in previous years, the annual Prosper Rotary Club Christmas Parade steps off at 2:30 p.m. Parade entry forms and details are posted at www.prospertx.gov. Parade information can be obtained by contacting the organizers by email at prosperrotary@gmail.com.

The festival will feature a wide array of items for purchase in all price ranges; a Kids' Christmas Shoppe; artisans showcasing their talents; unique demonstrations by local masters; Santa's Workshop with interactive children's art projects; Community Stage performances all day; and a Kids Zone with numerous rides and attractions. Near the close of the evening, Mayor Ray Smith will conduct the Community Tree Lighting, with fireworks to follow as the festival finale.

More information is available by contacting the Parks and Recreation Department at 972-569-1160.

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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 25,000 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."