



Season of Wonder and Light 2004

Join us in keeping Arcata competitive for the holiday season

Arcata Main Street's Season of Wonder and Light has become a family tradition for hundreds of families on the north coast. Your support enables us to light up the downtown and be very "Santa Friendly" the entire season. Here is what is planned:

Dates to remember:

- ★ Monday, November 15 — lighting installations begin
- ★ Friday, November 26 — building décor installed
- ★ Friday, November 26 — 6 to 9 p.m. — Unveiling of the Grand Tree at Jacoby's Storehouse
- ★ Saturday, November 27 — Noon — Free kids' matinees begin at Minor Theatre
- ★ Friday, December 3 — 6 to 9 p.m. — Holiday Open House — Santa arrives on the Plaza
- ★ Friday, December 10 — Holiday Arts! Arcata - Strolling Carrolers
- ★ Friday, December 17 — 7:30 p.m. — Community Carroling

Holiday Decorations and Entertainment:

- ★ Your choice of either rooftop holiday lighting or lighted garlands installed on your store façade. (If you do not own the building you must provide written permission from your landlord for this installation. Access to electricity must also be provided.
- ★ Special holiday poster for Open House and Shop Late Fridays.
- ★ Poster, print ads and media commercials will encourage shopping late til 8 p.m. every Friday.
- ★ Plaza light stands on G and H Streets wrapped in garlands and lights.
- ★ Strolling carolers, musicians, Del'Arte mimes, Santa and Mrs. Claus, the Marching Lumberjacks, community caroling and much more.
- ★ Special Holiday Arts! Arcata and event brochure.
- ★ Give mom and pop time for shopping with free childrens matinees at the Minor Theatre every Saturday and Sunday starting the Saturday after Thanksgiving and running through the Sunday before Christmas.
- ★ Santa and Mrs. Claus will be available in the Jacoby's Storehouse every weekend from December 3 through the 18th.

Sign Up:

Participation in this holiday promotion is \$220. Call the Main Street office at 822-4500 to sign up or for more details.