

CITY OF OCEANSIDE
NEWS RELEASE



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Economic Development Division

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'TIS THE SEASON TO SHOP LOCAL
Oceanside Launches NEW Local Holiday Shopping Campaign

'Tis the Season to Shop Local is a new holiday campaign launching on Saturday, November 26, inviting the community to explore Oceanside retail establishments and to inspire "shopping local" this holiday season. This unique and dynamic line-up of holiday programs and events features a shopping passport, a wine and beer tasting event, a makers fair featuring handcrafted goods, and a tree lighting celebration — all amid decorated shop windows, the glow of holiday lights and the cheerful sounds of live holiday music and carolers.

The two-weekend holiday extravaganza includes:

- **Shopping Passport**
November 26-December 4
Various Locations

Shoppers will receive a passport highlighting all participating Oceanside retail establishments. As customers visit each of the locations, they will receive a stamp on their passport. Additional stamps can be earned if merchandise is purchased. After receiving 10 stamps, the customer can enter their passport into an opportunity drawing for a chance to win prizes. The passports will be available at the participating retail locations.

- **Merry Makers Fair**
November 26-27 and December 2-4, 11am-6pm
409 Mission Ave Ste 130, Oceanside, Calif. 92054

The Merry Makers Fair is a pop-up vendor showcase featuring over 15 artisanal businesses that will have creative, hand-crafted products ranging from paper goods, succulent art, jewelry, handmade clothing and accessories, etc.

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- **Sip & Shop Downtown Oceanside**

November 26, 1:00 -4:00 p.m

Downtown Oceanside

Complementing the holiday shopping atmosphere is a special Sip & Shop event, providing beer and wine tastings inside the participating retail establishments. Each tasting ticket will allow up to seven sips at various locations. Participating beer and wine sponsors include: Bagby Beer Co., Beach House Winery, Belching Beaver Brewery, Breakwater Brewing Co., Legacy Brewing Company, Golden Coast Mead, Stone Brewing, and Oceanside Ale Works.

- **'Tis the Season Window Decorating Contest**

November 25-December 25

Enhancing the holiday cheer in Oceanside is the inaugural 'Tis the Season Window Decorating Contest. Retail and dining establishments will decorate their store fronts to the theme of "'Tis the Season." A panel of judges will visit the participating locations from December 1-4 and cast their votes for a 1st, 2nd, and 3rd place winner. The winners will be announced during the MainStreet Oceanside morning meeting on Tuesday, December 6. The holiday window displays will remain on display until December 25.

Additional Holiday Events in Oceanside:

- Oceanside Holiday Tree Lighting at Regal Cinema Plaza – Thursday, December 1
- Oceanside Art Walk Downtown Oceanside – Friday, December 2
- Holiday Sunset Gift Market – Every Thursday, December 1, 8, 15, 22, and 29
- 6th Annual Christmas Concert at Mission San Luis Rey – December 2 and 3
- Parade of Lights at Oceanside Harbor – Saturday, December 10
- Chanukah Menorah Lighting Ceremony at the Civic Center Plaza – December 28

About 'Tis the Season to Shop Local

This campaign is a joint collaboration between the City of Oceanside, MainStreet Oceanside, Oceanside Chamber of Commerce, and Visit Oceanside. For more information or to view a complete list of participating businesses and Merry Maker Fair vendors, go to

www.ShopLocalOceanside.com.