



“ *Creativity doesn't wait for that perfect moment.
It fashions its own perfect moments out of ordinary ones.* ”
-- B.Garrabrandt

To the Business Owners, Civic Organizations, and Caring Families living in our Amazing Community, we are excited to share some News!

Each year, dedicated committees of volunteers within the **Ellwood City Area Chamber of Commerce** work hard to host fun, local events to help make our Community shine!

“2020” has obviously brought many challenges — mandated closures, new guidelines to follow, and a whole host of cancelled or postponed local events.



The traditional “Let There Be Lights” will be taking on a new **twist.**

The **Christmas Holiday Season** is right around the corner and, with new guidelines, we had to get busy and get ‘**creative**’. [drumroll, please...]

Rather than large groups gathering for the annual **Christmas Tree Lighting**, we are inviting You, Your Family, Friends, and Neighbors to join us in a New and Fun Way!



On **Saturday, December 5th**, let's meet at **5:30 PM** in the **CVS Pharmacy** parking lot [5th Street and Spring Avenue intersection].

Remain in your vehicles and we'll form a “Christmas Train” [the **Christmas Reindeer Route**] — following the ‘**lead Christmas vehicle**’ on a specific route past the Lighted Tree through downtown, en route to **Ewing Park** for the beautiful **Christmas In The Park**.

What Can You Expect to See?

- ★ Businesses and Residences along the '**Christmas Reindeer Route**' will be festively decorated — follow the warm glow of the luminaries and watch for Santa's Helpers along the way.
- ★ A **Special Surprise** will be handed out to first 100 cars passing the lighted Christmas Tree on Beaver Avenue!

It's OK to dress comfy - wear your jammies - decorate your car - take + share photos to our Facebook Page [<https://www.facebook.com/EllwoodCityChamber>] -
- please use hashtag **#creindeerroute** -

- ★ Elves will collect your children's letters to Santa. Print out the Santa letter stationery from our website or **WXED's** website. 'Drop-off' mailboxes will be at **McElwain's, National Grind, and the Municipal Building.**



Letters will be collected until **Dec. 21st.**



- ★ Starting **Dec. 5th**, Santa Claus will read the Letters weeknights @ 6 PM [for 12 days] on our very own local radio station - **WXED 107.3 FM!**

How Can You Participate?

- ★ If you are a **Business Owner, Local Organization, or Residential Home Owner** along "the route" [i.e. 5th Street, Downtown, 4th Street, Fountain Avenue, or Ewing Park], feel free to '**deck your halls**' in the Holiday Spirit!

[See the 'Reindeer Route' Map on the Chamber website]

- ★ **Business Owners** - Feel free to 'Open for Business' — give people a reason to visit your business and enjoy the evening.

Lastly, we Wish You and Your Family, an incredibly joyful **Christmas Holiday Season.**

Questions? Please Contact the Chamber Office @ 724-758-5501.



Come help guide our sleigh as "we'll go down in history"
with the First Ever **Ellwood City Christmas Reindeer Route!**