



**PRESS RELEASE
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Downtown Moncton Centre-ville Inc. to give away a \$2000 Downtown Shopping Spree just in time for Christmas!

MONCTON - *Downtown Moncton Centre-ville Inc. (DMCI)* unveiled the 2008 Christmas Season Activities this morning during a Press Conference at Highfield Square. “*Many exciting activities will be taking place in the heart of the city in the next few weeks leading up to Christmas*” indicated DMCI Executive Director, Daniel Allain.

DMCI is set to welcome Jolly Old Saint Nick on Saturday, November 29th as he will arrive at 11:30 a.m. via the North Pole at the *Via Rail* Train Station in Downtown Moncton! Pictures and cookies and milk will follow at Highfield Square.

This year, The *Greater Moncton Progress Clubs’ Annual Antler Breakfast* will be held on Friday, November 28th from 6:30 a.m. to 9:30 a.m. at the *Delta Beauséjour Hotel*. All proceeds from this very popular activity will go to support local children’s charities.

With Santa Claus arriving in Downtown Moncton earlier in the morning on Saturday, November 29th, the ever popular *Majesta Greater Moncton Santa Claus Parade* will take place on the same day at 6 p.m. The parade, which draws over 125 000 people annually, is the biggest in Atlantic Canada. A pre-parade reception (with hot chocolate) will take place at City Hall at 5 p.m., with the lighting of the tree set for 6 p.m. The theme for this year’s parade is *Festival of Lights – Sounds of Christmas*.

Downtown Moncton Centre-ville Inc. also unveiled this morning the details of an exciting Christmas promotion. The Downtown Moncton Christmas Shopping Spree will reward someone who made a purchase at one of fourteen participating downtown merchants with a \$2000 downtown shopping spree. The contest runs from November 14th to December 18th. The draw will take place live on C103 on December 19th between 9 a.m. and 10 a.m.

Finally, *DMCI* and *Winter Lights* are re-establishing the downtown Moncton business decoration contest. All downtown businesses, including our new addition, St. George Street, are encouraged to decorate the outside of their businesses. Awards and certificates will be handed out to outstanding outside decorations. Judging will take place during the 1st week of December while the national Winter Lights judges will be in town.

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