



PRESS RELEASE FOR IMMEDIATE RELEASE

Thursday, November 12th 2009,

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

MONCTON - *Downtown Moncton Centre-ville Inc. (DMCI)* unveiled the 2009 Christmas Season Activities this morning during a Press Conference at Assumption Place. "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 28th 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 27th 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.

City of Moncton councilor **Paul Pellerin** invited the population to a **pre-parade reception** (with hot chocolate) at **City Hall** at 5 p.m., with the lighting of the tree set for 6 p.m.

With Santa Claus arriving in Downtown Moncton earlier in the morning on **Saturday, November 28th**, the ever popular **Greater Moncton Majesta 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. The theme for this year's parade is *A Cartoon 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 3 people who made a purchase at one of fourteen participating downtown merchants with a \$1000.00 and two \$500.00 downtown shopping sprees. The contest runs from November 12th to December 17th. Our theme this year is *Shop Local*. The draw will take place live on CJSE Country 89, on December 18th between 9 a.m. and 10 a.m.

Cathy Manuel; Associate Director of **Moncton Youth Residences Inc.**, Youth Quest Central also took part in our press conference to explain the Toques program. Moncton Youth Residences is going into its 4th season as a partner agency with Raising the Roof, a national charity dedicated to finding a long term solution to homelessness. Each year, Raising the Roof operates a national toque campaign, selling toques for a minimum 10 dollar donation throughout Canada. 80 % of the net proceeds stay in the local communities and 20% go back to Raising the Roof's youthworks research project. The campaign will run from November 2009 to March 2010. In Moncton, toques can be purchased at the following locations: Reid's Newsstand, Bird Watch Store, RBC Mountain Road, Youth Quest Central, Video Tech, Dieppe Laundry and Coop Fuels. For more information, call Tracy Cormier at 869-6294.

Bill Schurman and **Kiril Kabanov** of the **Moncton Wildcats** were on hand to elaborate on **Art on Ice**. The Wildcats and Downtown Moncton Centre-ville Inc. will be holding a silent auction of 36 pieces of collaborative art work created by more than 700 grade 1 - 4 students. Funds raised will go to support Breakfast Programs in School District 2 and Community Schools. Bidding will close on December 31st at the Wildcats will play their last game of the year at the Coliseum. To learn more about Art on Ice, contact Carole Murphy at 869-6004 or carole.murphy@qnb.ca

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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