



PRESS RELEASE FOR IMMEDIATE RELEASE

Thursday, November 18^h 2010

Downtown Moncton Centre-ville Inc. to give away 3 Downtown Shopping Spree just in time for Christmas!

MONCTON - Downtown Moncton Centre-ville Inc. (DMCI) unveiled its 2010 Christmas Season activities this morning during a Press Conference held in the lobby of Assumption Place. *“Many exciting activities will be taking place in the heart of the city in the next few weeks leading up to Christmas. It is our way of inviting people to shop downtown”* indicated DMCI’s new Executive Director Anne Poirier Basque.

DMCI is set to welcome **Jolly Old Saint Nick** on Saturday, November 27th 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 Club’s Annual Antler Breakfast** will be held on Friday, November 26th 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 27th, 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 100 000 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 **Christmas movies**.

Moncton Youth Residence Inc. is back again this year with their **Tuques campaign** in conjunction with the Raise the Roof initiative. The funds raised during the tuque campaign will help support programs and initiatives that make a difference in the lives of thousands of men, women and youth who are homeless or at risk of homelessness. Order your tuque online at www.raisingtheroof.org or by phone at 869-6294.

The **Moncton Market** will be open on special days to accommodate its clientele during the holiday season. Here is the schedule: Wednesday, December 22nd and Wednesday, December 29th from 7 a.m. to 2 p.m.

Downtown Moncton Centre-ville Inc. also unveiled this morning the details of an exciting **Christmas promotion**. The Downtown Moncton Christmas Shopping Spree will reward three lucky shoppers who will have made a purchase at one of the participating downtown merchants with a \$1000 and two other prizes of \$500 towards a downtown shopping spree. The contest runs from November 19th to December 16th at noon. The draw will take place live on CJSE Radio-Beauséjour on Friday, December 17th between 9 a.m. and 10 a.m.

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