EAT, DRINK, SHOP & BE MERRY
IN DOWNTOWN EVANSTON THIS HOLIDAY SEASON!

NOV. 25 10AM-5PM
SMALL BUSINESS SATURDAY
{Brunch Specials, Cookie Crawl, Shopping Passport with Giveaways & Raffle}

DEC. 7 5-8PM
EVANSTON WARM BEVY WALK
{Sip 'n Shop at stores in Downtown Evanston and Main-Dempster Mile}

DEC. 9 5-8PM
HOLIDAY TREE LIGHTING
{Live Music, Visit with Santa and Mrs. Claus, Hot Chocolate and more!}

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2017 HOLIDAY EVENTS
ADVERTISING

• Evanston Now banner ads and advertorial
  ▪ Shop Evanston magazine
  ▪ ESO holiday program
  ▪ Evanston Roundtable

• Newsletter and banner ads on Chicago’s North Shore Convention and Visitors Bureau website
  ▪ 18 – :15 second WBEZ radio spots featuring 24 businesses
  ▪ 2-week campaign on Vocalo
  ▪ Paid Facebook posts

SHOP, DINE & CELEBRATE IN DOWNTOWN EVANSTON THIS HOLIDAY SEASON!

WARM BEVY WALK
THURSDAY, DEC. 7, 5-8PM

HOLIDAY TREE LIGHTING
SATURDAY, DEC. 9, 5-8PM
NEW CAMPAIGN: WE LOVE {DOWNTOWN} EVANSTON

- Kick-off video featuring small businesses timed with Small Business Saturday (Nov. 25)
- “EvanstonChalk” design for photo op
- Photo contest with “We Love Evanston” theme starting on Nov. 25
  - Best Dish
  - Best Storefront
  - Best Public Art
  - Best Of….
- Consistent use of #WeLoveEvanston hashtag in social media to build the brand
#WELOVEEVANSTON
PHOTO CONTEST EXAMPLES:
Small Business Saturday – November 25

- Kick-off brunch at Boltwood – 10% off bill and $5 mimosas
- Cookie crawl – 21 locations
- Passport program proving $75 spent downtown – shoppers redeem passport at Vinic Wine all day on Nov 25th & receive:
  - We Love Evanston stamped tote
  - We Love Evanston Coffee Mug
  - We Love Evanston Pop Socket
  - Raffle ticket entry for a $50 restaurant gift card – 2 winners
WARM BEVVY WALK
THURSDAY DECEMBER 7 AT 5PM

• Free event to encourage shopping
• Check in at Vinic Wine
• 20 downtown Evanston business participating
• “We Love Evanston” mug with $5 donation – donations go to YWCA – last year collected $800
WINDOW DECORATING CONTEST & CTA HOLIDAY TRAIN

• City wide contest
• December 1st – 18th
• No theme this year!
• 30 businesses participating

• Holiday Train rolls into Davis Station on Wed. Dec. 13 and Fri. Dec. 15.
• The Holiday Train and the Elves’ Workshop Train will be on the Red and Purple Line on Sat. Dec. 16.
• Finally, the Holiday Train will be on the Purple Line Express on Thurs. Dec. 21.
HOLIDAY TREE LIGHTING —
SATURDAY, DECEMBER 9TH, 5-8PM

- Location change – 909 Davis Plaza
  (intersection of Church and Maple)
- 5pm – Evanston Children’s Choir
- 5:30pm - Mayor Hagerty, Hecky, Santa and Mrs. Claus light the tree
- 5:45 – Evanston Owns It Choir performs
- 6pm – Caroling Sing-a-long begins with Old Timey carolers. First song is “Rudolph” and red noses will be handed out
- Santa visits kids at The Merion with Waamu caroling
- Mrs. Claus helps kids write letters to Santa at Hilton Garden Inn + hot chocolate station
THANK YOU

DowntownEvanston.org to sign up for our monthly newsletter