



## For Immediate Release

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### **DECEMBER 1 IS DURANGO'S CHRISTMAS PARTY**

*'Tis the season to Shop Local*

*November 21, 2017 - Durango, Colorado* - Join thousands of locals downtown on Friday, December 1, for Durango's Christmas party! From 10:00 a.m. till 9:00 p.m., mix and mingle with friends and family as you find one-of-a-kind gifts from over 80 local merchants who are pleased as punch to offer discounts, deals, raffles, live music, entertainment, treats, sweets, beverages and so much more.

Noel Night is a collaborative partnership between Local First, the Durango Herald, and the Business Improvement District. The night would not be possible without the generous sponsorship of the Wells Group and There's No Place Like Home.

Noel Night is proud to unveil the latest addition to this most festive soiree: the official Noel Night Mug. Replete with the world-renowned "poinstanta" graphic from Studio & mastermind, Tim Kapustka, the Noel Night Mug is available at participating stores around downtown during Noel Night. So forego sipping from multiple paper and plastic cups, and, even if you don't buy the official Noel Night Mug, consider bringing your own jolly mug. Also new this year - get a free ride on the trolley all day long (extended hours until 10) sponsored by San Juan Basin Health Department.

Back by popular demand, Santa will be flying in again by helicopter at Fanto Park at 4:15 p.m. Cookies provided by Serious Delights plus hot cocoa to enjoy while you watch. Bring all the kids for this fun activity to kick off the night!

From Black Friday, November 24, 'till Tuesday, December 5, the "12 Days of Shop Local" feature awesome opportunities to wave your local flag, search for the elusive Toy Train, donate to local nonprofits, stock up on the latest and greatest Be Local Coupon Book and get caught with a shopping bag in your hands somewhere downtown for your chance to win one of 20 \$50 gift cards to a local business and a ride for four on the Durango Silverton Narrow Gauge Train (for a list of what to expect, see below or visit the Local First website).

While you're roaming around downtown, sipping cider from your Noel Night Mug, scoop up the 10th Be Local Coupon Book from one of the many participating stores listed [here](#). Give the book as a gift, or use it to enjoy a hot cocoa at Animas Chocolate Company's new space downtown.

Can't wait until Noel Night to get your copy of the Be Local Coupon Book? Join Local First on Wednesday, November 29th from 5:00 p.m. till 8:00 p.m. at SKA Brewing World Headquarters and meet the "Top Ten Localists" in the book, and enjoy Zia's tacos and a SKA beer. Tickets are \$15 and

include food and a drink. Only 90 spots are available, so visit [www.local-first.org](http://www.local-first.org) to get your ticket today.

Whatever you purchase this year, take advantage of complimentary gift wrapping plus shipping offered by The Mail Room. Cap off your local gift with a bona fide “Durango, Christmas Town” stamp.

*Local First is a mission-based non-profit working to provide locally-owned, independent businesses and organizations opportunities to thrive as we work together to build an economy that values people, the planet, and prosperity for everyone.*

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### **12 DAYS OF SHOP LOCAL**

1. 11/24: Day 1 Do Black Friday The Local Way [Singing with Santa](#) 5:45pm
2. 11/25 - Day 2 [Small Business Saturday](#) #hashtag photo prize!
3. 11/26 - Day 3 [Reason for the Season Sunday](#) Toy Train Search & Prize
4. 11/27 - Day 4 [Cyber Monday](#) Downtown Gift Card Giveaway Day #1!
5. 11/28 Day 5 [Giving Tuesday](#) gift to the person who loves to give back!
6. 11/29 Day 6 [Launch Party Wednesday](#) 2018 Be Local Coupon Book Party @ SKA! 5pm
7. 11/30 Day 7 [Local First Colorado Pledge Thursday](#) Make the Local First CO pledge!
8. 12/1 Day 8 [Noel Night Friday!](#) Durango’s BIGGEST Christmas Party! 10-9pm
9. 12/2 Day 9 Be Bizarre Saturday! [Bizarre Bazaar](#) Dec 1-9, 2017 @ Studio &
10. 12/3 Day 10 [Steam the Rails Sunday!](#) Once in a lifetime experience on the D&SNGRR
11. 12/4 Day 11 Magic Monday! Downtown Gift Card Giveaway Day #2!
12. 12/5 Day 12 Solstice Tuesday! [Winter Solstice Market](#) Nov. 24-Dec 23 at the DAC!