



Holiday Stroll

MAIN & LOCUST STREETS

DEC. 8 — DEC. 10, 2017

Dear Merchants,

Walnut Creek Downtown is lighting up Main and Locust Street with a weekend of merriment that includes merchant open houses, sales, entertainment, and extended store hours. To make the Holiday Stroll a success, we need your participation to build a collective experience for shoppers and diners downtown.

CONCEPT: Holiday Stroll is an inviting weekend of shopping and dining for locals and visitors in the heart of downtown Walnut Creek. On Friday, December 8th the Downtown will come alive from 5-9PM, with holiday festivities including caroling, chocolates, live music and other surprises.

CHARITY: Attendees are invited to bring canned goods to donate to Loaves & Fishes, our non-profit partner for the event, who feed the hungry in Contra Costa County.

BACKGROUND: The event is a collaboration between WCD and local merchants to promote holiday shopping and dining in downtown Walnut Creek. WCD will kick-off the event with an evening of cheer, followed by a merchant-driven weekend of sales, specials, and extended store hours. The first 50 registrants will receive free swag bags.

EXTENDED STORE HOURS: We encourage extended store hours 12/8-12/10: Friday 10am-9pm, Saturday 10am-8pm, and Sunday 11am-6pm.

EXPECTED ATTENDANCE: 500-1000

MEDIA: Walnut Creek Magazine, Diablo Magazine, WCD Facebook/Instagram, E-blasts, Postcards, Banners, & Posters throughout the greater community.

MERCHANTS: Participate in event with extended store hours, offer special discounts on food, drink, or merchandise, decorate your store, provide refreshments for your store, and promote the event with your customers on social media channels and newsletters.

WE NEED YOUR HELP TO MAKE THIS A FUN, FESTIVE, AND PROPEROUS WEEKEND FOR EVERYONE!