



FOR IMMEDIATE RELEASE

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Downtown Oxnard mixes traditional & high-tech in a community celebration of the Holidays featuring lights, music, and “trolley tours.”

Thousands are expected to participate in Downtown festivities with entertainment, attractions, and plenty of family dining options to choose from.

Oxnard, CA -- Downtown Oxnard is all decked out and ready again to be the community center for a magical celebration of the holidays that's been tradition since the city was founded.

The holiday season officially begins at 5:30 p.m. Friday, December 3rd, with the 60th Annual Christmas Tree lighting in Plaza Park featuring the County's tallest living Christmas tree reaching over 110-feet high! And if anything can top that, there's the rousing return of Santa Claus on his reindeer-driven sleigh accompanied by a chorus of entertaining elves.

Festivities snowball Saturday morning December 4th as local kids, businesses and community organizations take to the streets in the Annual Christmas Parade, this year themed “Christmas Around the World.” Ready to satisfy the thousands of hungry parade-goers, the 3rd Annual Oxnard Tamale Festival will also offer a variety of delicious foods in Plaza Park the same day from 9 a.m. to 5 p.m.

Downtown puts on the biggest outdoor display of lights and décor in the city and the best way to see the lights is aboard the open-top, double-decker “Downtown Holly Trolley Tour” running Tuesday, Wednesday & Thursday, December 14, 15 & 16. The Holly Trolley offers a whimsical narrated tour of Downtown Oxnard for all ages.

“Downtown Oxnard is like one big, beautifully wrapped Christmas present,” says Abel Magana, Executive Director of the Oxnard Downtown Management District (ODMD), the organization representing Downtown property and business owners, which sponsors the annual tour and decor. “Street lamps throughout the district are decorated with garland, bows, and thousands of twinkling lights, creating a charming ambiance that makes it a wonderful time to dine in a local restaurant or catch one of the big holiday movies at our Plaza Cinemas.”

The Holly Trolley departs from Centennial Plaza, 5th & B Street, at 6:00 p.m., 7:00 p.m. and 8:00 p.m. nightly during its run. The tour begins with a ride down “A” Street, one of the main streets in the downtown business district. First stop is Heritage Square, where participants can experience the splendor of a Victorian Christmas and a display of artistic and aromatic gingerbread houses. Complimentary hot cocoa and cookies are served, and then it's on to Christmas Tree Lane in the Henry T. Oxnard Historic District, where more than one hundred historic homes are decorated with lavish lawn displays and twinkling lights.

“Thousands of people come to downtown to see the holiday lights every season, especially on “F” and “G” Street in the Historic District,” notes Gary Blum, ODMD Marketing Chair and district resident. “With the Holly Trolley, families and friends can leave the driving to someone else, and enjoy a guided tour of all the decorations in Downtown Oxnard.”

For the last stop on the tour, the trolley returns to Plaza Park, where the historic Pagoda bandstand, which celebrated its centennial anniversary this year, comes to life in a computer-generated music and

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light show comprised of Christmas songs, animated characters, holiday trees, strobe lighting and 30,000 multicolored lights.

The cost for the Holly Trolley is \$10 per person. Children 5 and under are free if they ride on parent's lap. Space is limited and always sells out fast. Reservations can be made by calling (805) 385-2706.

For complete details on these and other holiday festivities, see the attached brochure. And visit www.downtownoxnard.org for all the latest news and events regarding Downtown Oxnard.

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About the Oxnard Downtown Management District

The Oxnard Downtown Management District is a dynamic, non-profit corporation dedicated to making Downtown Oxnard a great place to live, work and play. As the leading advocate for downtown, the ODMD works in partnership with business and government to identify needs, develop strategies, shape public policy and implement programs to strengthen the economic vitality of Downtown Oxnard and its role as the historic and cultural heart of the community.

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