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FOR IMMEDIATE RELEASE

The Annual Holiday Market of Georgetown

On December 1, more than twenty Book Hill boutiques, salons, and restaurants host a Georgetown holiday market with treats, strolling musicians, and unique gifts for all

Washington, D.C., November 15, 2007 – On Saturday, December 1, from 11 a.m. to 6 p.m., the Georgetown Business Improvement District (BID) and the boutiques of Book Hill host the first annual **Holiday Market**, a Georgetown BID holiday shopping event. Located on upper Wisconsin Avenue, NW, between P Street and Reservoir Road, NW, the event features kids activities, holiday fare, handcrafted ornaments, painted trays, small treasures, handmade jewelry, day-only specials, trunk shows, and gift-wrapping services.

The day will be filled with family activities, - including snowflake making, cookie decorating, popcorn tastings, and games - strolling musicians, and gift wrapping stations hosted by Hyde Elementary. Holiday flavors will be abundant at the market with a variety of sweet crepes by Café Bonaparte, Patisserie Poupon seasonal cakes and treats, Moroccan-themed cuisine at Tabar, mulled wine tastings at Bacchus Wine Cellar, and Illy coffee and hot cocoa samplings. Be entered to win an Illy espresso machine with any purchase more than \$20 at each participating Book Hill store. Guests can also drop off new and unwrapped toys at Georgetown's Long and Foster's Toys for Tots center located at Reservoir Road and Wisconsin Avenue.

Stop by The Dog Spot for Holiday Pet Photos with Santa, with or without beloved pets. Photo proceeds benefit the Washington Humane Society, while canine and feline photos are automatically be entered into *Washingtonian* Magazine's "Cutest Dogs and Cats in Washington – and the Ugliest Contest."

Additionally, the more-than twenty Book Hill shops unveil their holiday windows with distinctive themes and décor. Window dressings will be judged in four categories - ultimate holiday window, ultimate holiday merchandising, ultimate holiday innovation, and ultimate holiday tradition – by special guests David Gregory, chief White House correspondent of NBC news, Todd McDermott, weeknight anchor of Channel 9 News, and Katty Kay, Washington correspondent of BBC News and BBC World.

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Participating stores include A Mano, Carling Nichols, Bacchus Wine Cellar, Café Bonaparte, Erwin Gomez Salon & Spa, For Your Home, ILO Day Spa, Jaryam Couture Lingerie, Pary Williamson Yoga, Patisserie Poupon, Piccolo Piggies, Proper Topper, Pink November, Rooms With A View, Sassanova, Setchi Ecoboutique, Sherman Pickey, Sugar, Susan Calloway Fine Arts, The Dog Spot, The Magic Wardrobe, The Phoenix, Urban Chic, We One You Two, Tabar, Marston Luce, Marvelous Market, Chevy Chase Bank, and Cherry Antiques.

For additional information on each participating store's activities, visit GeorgetownDC.com

The Georgetown Business Improvement District (BID), is a not-for-profit organization created and funded by the property owners and businesses of historic Georgetown to protect and enhance its unique character. Programs include transportation, streetscape, marketing, and special events. For more information, please visit GeorgetownDC.com.

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