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Georgetown Announces 2020 Small Business Saturday & “Silver Linings” Holiday Programming

An extended Small Business Saturday promotion kicks off the season, followed by a Georgetown holiday window and streatery competition, and holiday gift guides.

Washington, D.C. (November 12, 2020) – The Georgetown Business Improvement District (BID) announced this year’s holiday programming, beginning with an extended Shop Small Georgetown promotion that kicks off on Small Business Saturday (November 28) and runs through Saturday, December 12. The Georgetown BID is encouraging everyone to shop small and support local during this time, with participating businesses offering special promotions, gifts with purchase, raffles, curbside pick-up and more.

Back and bigger than ever, the Georgetown Holiday Window & Streatery Competition will run December 1 - 31. This year’s theme is Silver Linings, as businesses find festive, playful and creative ways to express the hope and positivity they’ve found in the midst of a challenging year.

Participating windows and streateries will be decorated throughout December, when visitors can vote via QR code for their favorite display. Cash prizes will be awarded in the various categories including Best Small Business Window, and a Best in Show prize awarded by a panel of judges. A non-cash prize will be given to the business whose window or streatery garners the most Facebook ‘likes.’

The Georgetown BID is also celebrating the season with several holiday gift guides. Each guide will highlight curated items and experiences from Georgetown’s shops, services, and food retailers, featuring categories such as Self-Care, Buying on a Budget, Local Love, and Eat, Drink and Be Merry. Guides will be published at georgetowndc.com/guides beginning in mid-November.

“Georgetown is known for its festive holiday décor and shopping, and although this year looks different for everyone, we’re embracing our Silver Linings theme and making the most of the season,” said Nancy Miyahira, Vice President and Marketing Director for the Georgetown BID.

Last month, the Georgetown BID announced it was shifting the 7th edition of [Georgetown GLOW](#) – the light art exhibition traditionally held every December – to Spring and Summer 2021, when it's safer and more comfortable to all to experience and enjoy.

Additional holiday details will be announced in the coming weeks at www.georgetowndc.com.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.