

New ‘Georgetown Jingle’ Holiday Event to Feature 10 Outdoor Music Performances throughout Georgetown on December 7

Additional Merriment in Georgetown holiday programming to include a Swedish holiday market and St. Lucia candlelit procession, Georgetown Cookie Tour, self-guided cocktail crawl, holiday gift guides and more.

Washington, D.C. (November 12, 2024) – The Georgetown Business Improvement District is announcing **Georgetown Jingle**, the first holiday music event of its kind in Georgetown, on Saturday, December 7 from 1 pm – 4 pm. The festive event will feature 10 music performances at 10 outdoor locations throughout Georgetown. More than 40 Georgetown shops, restaurants, and services are also offering special discounts, complimentary refreshments, and pop-up in-store events that day.

Diverse musical acts will perform holiday favorites and festive songs alike in streateries, plazas, and other outdoor venues. Artists include HumTunes, featuring soulful renditions of contemporary pop and alternative hits; holiday acapella music from Capital Blend; jazz and pop by Gracie Jay; and jazz vocalist James Zimmerman and Friends. Visit georgetowndc.com/georgetown-jingle for the full performance line-up, map of locations, and specials from Georgetown shops and restaurants.

“We always strive to bring unique holiday programming to one of DC’s most festive neighborhoods,” said Nancy Miyahira, Vice President of Marketing for the Georgetown BID. “Music brings people together, and we’re excited to work with local artists and celebrate that sense of community and holiday cheer in Georgetown this year.”

Following Georgetown Jingle, visitors can head to the Georgetown Waterfront for the **St. Lucia Choir Procession** from 5 pm – 6 pm. Beginning at the Embassy of Sweden and making its way to Washington Harbour, the candlelit choir will honor a beautiful Swedish tradition as they sing carols and light the way. Afterward, visitors can enjoy free samples of Glögg - a non-alcoholic version of the warm, spiced wine – and a Swedish holiday treat.

Additional Merriment in Georgetown programming that day will include:

- **Swedish Holiday Market**, Embassy of Sweden, 10 am - 5 pm. A beloved holiday tradition in DC, the [one-day market](#) features Nordic vendors and artists selling their arts and crafts, including holiday ornaments, decorations, textiles, Swedish glass, gifts, books, packaged food, Glögg, candy and more.
- **Georgetown Cookie Tour**: On Saturday, Dec. 7 and Dec. 14, shoppers can support Georgetown's local businesses and build their own holiday cookie box as they go, with treats from local bakeries. Attendees should purchase tickets [here](#) prior to the tour, which is produced by Georgetown Main Street.
- **Pop-Up Holiday Market**, 1078 Wisconsin Ave NW. Shop a curated selection of holiday gifts.

MORE MERRIMENT IN GEORGETOWN HIGHLIGHTS THROUGHOUT THE SEASON

- **Small Business Saturday**: More than 25 Georgetown small businesses are participating in Small Business Saturday on Nov. 30, offering in-store promotions, events and discounts. Visit georgetowndc.com/small-business-saturday for details.
- **Georgetown Gift Guides**: Four holiday gift guides are curated with some of Georgetown's most unique finds. Whether you're buying on a budget, splurging, or looking for a seasonal treat, we have you and your shopping lists covered. Gift Guides are available at georgetowndc.com/guides.
- **Making Spirits Bright Cocktail Crawl**: More than 15 restaurants and bars are serving up special holiday cocktails throughout the month of December. Take a self-guided cocktail crawl using our holiday cocktail guide (georgetowndc.com/guide/holiday-cocktails).
- **Outdoor Ice Skating**: DC's largest outdoor ice skating rink at Washington Harbour is back beginning November 15 for another season - open for skating every day along the Potomac, including holidays. Visit thewashingtonharbour.com/ice-skating.
- **More Unexpected Holiday Cheer**: Georgetown's Calendar of Events includes even more holiday happenings and promotions. Visit georgetowndc.com/calendar for more.

Georgetown GLOW – the outdoor light art experience that became a DC holiday tradition for nearly 10 years – is on pause in 2024 as the Georgetown BID explores new partnerships, both for GLOW and other holiday events in Georgetown.

Visitors are encouraged to follow Georgetown on Instagram (@officialgeorgetowndc), Facebook (@OfficialGeorgetownDC) and X (@georgetowndc) this holiday season and participate and share via the hashtags #GeorgetownJingle and #MerrimentInGeorgetown.

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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.