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For more information, please contact:
Molly Parrish/ KC Public Relations
(Office) 404.233.3993/ (Cell) 404.713.3788

Catch the Holiday Spirit at Pier Park!

PANAMA CITY BEACH, Fla. (October 30, 2008) Pier Park will deck the halls this season with plenty of holiday cheer and entertainment. From Santa and special sales, to toy drives and caroling choirs, Pier Park is offering a variety of special holiday treats for the whole family.

November

- **November Food Drive: November 1- 30.** Shoppers and visitors are encouraged to drop off canned and dry goods at bins located near the Santa house and between Smoothie King and Kilwin's Chocolates & Ice Cream in the Boardwalk area. Pier Park's food drive will benefit Beach Care Services.
- **Photos with Santa: November 15-December 24.** Visit Santa at his holiday home and have your holiday photo taken with St. Nick! Santa photos are located in the Boardwalk area between Smoothie King and Kilwin's Chocolates & Ice Cream. Santa will be available daily; hours and photo package pricing available at www.simon.com.
- **“Black Friday,” The Busiest Shopping Day of the Year: Friday, November 28, from 9 a.m. – 9 p.m.** Holiday fun greets shoppers on Black Friday with festive activities, retailer sales and extended holiday hours. Retailer store hours may vary.
- **Pier Park's First Tree Lighting Ceremony: Black Friday, November 28, at 6 p.m.** in the Town Center area across from Old Navy. Santa will make his grand appearance arriving by the Pier Park Express into the center. Santa's special guest, Mayor Gayle Oberst, will accompany Santa and participate in Pier Park's first tree lighting at dusk. Guests will enjoy live entertainment and holiday festivities.

December

- **December Toy Drive: December 1-31.** Pier Park wants you to help us put a smile on the faces of Bay County children with our Holiday Toy Drive, benefiting the Cops and Kids Program through Panama City Beach Police Department. Community members are encouraged to bring toys to the drop-off bins located near the Santa house and between Smoothie King and Kilwin's Chocolates & Ice Cream in the Boardwalk area.
- **Pet Photos with Santa: Saturday, December 6, and Saturday, December 13, from 5-7 p.m.** Everyone's pets are invited to take pictures with Santa, too! Santa photos are located in the Boardwalk area between Smoothie King and Kilwin's Chocolates & Ice Cream. For more information and photo package pricing, visit www.simon.com.
- **Holiday at the Beach Parade: Saturday, December 13, at 4 p.m.** Join us for a holiday parade, presented by the Optimist Club. For more information regarding the parade, please call 850.233.0183.
- **New Year's Eve Beach Bash: Wednesday, December 31** – Pier Park's first New Year's Eve party will be commemorated by a giant beach ball drop! Guests can enjoy family activities from 5 to 8:30 p.m.; New Year's Eve celebration begins at 9 p.m. Guests are invited to ring in 2009 with live entertainment and a beach ball drop at midnight. More details to follow!

For more information on Pier Park, please visit <http://www.simon.com>

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