

FOR IMMEDIATE RELEASE

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Celebrate Christmas in Downtown Livermore...in July!!!

Livermore Downtown Inc. presents "Christmas In July" with a "Summer Ice Skating Rink", Holiday Treats, Holiday Music, Pre-Holiday Shopping and appearances by Santa and other special guests. Look for the festive "Summer Tube Wreaths" hung in front of the businesses to find out who has special "Christmas in July" deals! Downtown businesses with special "Christmas In July" promotions include Woopsiedaisy Toy Shop, All About Me Kids Salon, Valley Furniture, Livermore Valley Florist, Cooleykatz Toys, Purse Party, Proctor's, Valley Care Thrift Shop, Battaion Cellars, Country Morning & Sunni's Pet Boutique, First Street Alehouse, Vino Cellars and Accessories & More! Visit www.livermoredowntown.com for the complete listing of participating businesses and their Christmas in July specials & promotions!

Many downtown businesses will be participating in The Ornaments on Parade Treasure Hunt. Over 15 downtown businesses have selected a Merck Family's Old World Christmas Ornament to be sold in their stores. Purchase 6 ornaments and be entered to win a Free 2' Silver Christmas Tree. Ornament Treasure Maps will be available on J Street and at participating businesses.

Summer Ice Skating Rink will be located on J Street between First and Second Street. Fee is \$5 for _ hour of skating. Skates included in the price and are available at the rink (or you can bring your own). On J Street, Marcel Orthodontics, Woopsiedaisy Toy Shop, All About Me Kids Salon, Café Art, McPeake Insurance, Fremont Swim School, LifeStyleRX and MOVIN 99.7 will all provide special Holiday Crafts, Activities & Goodies! On Saturday, July 26th Galina's Music Studio will host a Holiday Performance from 6pm-7pm.

Christmas In July in Downtown Livermore takes place on Friday July 25th from 5-9PM, Saturday July 26th from 1-9PM and Sunday July 27th from 1-9PM. For more information please visit www.livermoredowntown.com or call 925-373-1795.

Christmas in July is sponsored by: Marcel Orthodontics, LifeStyleRX/Valley Care Health Systems, MOVIN 99.7, Comcast & Signature Properties.