



FOR IMMEDIATE RELEASE

November 18, 2021

**DEL MAR VILLAGE ASSOCIATION ANNOUNCES
HOLIDAY HAPPENINGS IN THE VILLAGE**

DEL MAR, Calif. – The [Del Mar Village Association](https://www.delmarvillage.com) (DMVA) announces a lineup of festive offerings in the Village:

Purdy Tree Farms

Monday, Nov. 15 to Tuesday, Dec. 22, 9 a.m. to 9 p.m.

From tabletop trees to towering 16-foot-tall trees and everything in between, you'll find the perfect tree for your family. Pick up fresh wreath for your front door and garland to deck your halls – the perfect way to get into the holiday spirit! Visit www.purdytreefarms.com. 2260 Jimmy Durante Blvd.

Pinery Christmas Trees

Sunday, Nov. 21 to Friday, Dec. 3, 9 a.m. to 9 p.m.

Pick from a wide selection of Noble and Douglas Fir trees, potted rosemary, wreaths, garland and poinsettias. Services include delivery, flocking, netting, fireproofing and accessories like stands, tree preservatives and disposal bags. Visit www.pinerychristmastrees.com. 14550 El Camino Real.

Toys for Tots Donation

Monday, Nov. 22 to Friday, Dec. 17

Bring new, unwrapped toys for all ages to Jim Coleman State Farm Insurance Agency to bring holiday cheer to children whose caregivers aren't able to purchase gifts themselves. For more information about the Marine Toys for Tots program, visit www.toysfortots.org. 1011 Camino Del Mar #116.

Holiday Tree and Downtown Décor

Monday, Nov. 22 to Friday, Dec. 31

Stroll the streets of downtown Del Mar Village and enjoy festive lights, garlands, shopfronts and the beloved holiday tree lit up at the Jim Watkins Amphitheater at L'Auberge Del Mar.

Del Mar Village Holiday Dollars

Starting Monday, Nov. 22

Kick off Small Business Saturday early with Del Mar Village Dollars – the popular community eGift card that keeps local spending local. Processing fees on gift card

purchases will be waived and purchasers will receive bonus dollars on certain denominations (buy \$50 or more, get \$20; buy \$100 or more, get \$40; buy \$150 or more, get \$60) while supplies last. Gift cards can be purchased for self-use or as a gift for the holidays and can be redeemed at any of the 35+ participating locally-owned Del Mar Village restaurants, retailers and service providers. Visit www.visitdelmarvillage.com for more information.

Free Holiday Parking

Dates and times below

The City of Del Mar will offer free parking in downtown Del Mar for customers throughout the holiday season. The all-day parking gift from the City includes complimentary downtown parking where holiday bags are posted during the following dates and times:

- Wednesday, Nov. 24, 5 p.m. to Monday, Nov. 29, 9 a.m.
- Friday, Dec. 3, 5 p.m. to Monday, Dec. 6, 9 a.m.
- Friday, Dec. 10, 5 p.m. to Monday, Dec. 13, 9 a.m.
- Friday, Dec. 17, 5 p.m. to Saturday, Jan. 1, 9 a.m.

Del Mar Village Holiday Dollars Social Media Contest

Dec. 1-6

DMVA is celebrating the giving season by giving away a \$100 Del Mar Village Holiday Dollars eGift card to be used at participating downtown businesses. Post an image or video and share a story of your favorite memory in Del Mar from this last year, be it silly, sweet or sentimental.

How to enter:

- Post a photo of your favorite memory in Del Mar from the last year and tell us why you love Del Mar (social profiles must be public to enter contest)
- Tag @visitdelmarvillage and us hashtag #holidaysintheheart
- Tag a friend or family member to share their favorite memory

One lucky winner will be chosen at random and announced on December 6, 2021.

New Del Mar Business Ribbon Cuttings

Sunday, Dec. 5, 2 to 3 p.m.

Join DMVA for ribbon cuttings as it celebrates and welcomes new business openings in Del Mar, including Alexander Daas Opticians (1414 Camino Del Mar).

North Pole by the Sea

Sunday, Dec. 5, 3 to 5 p.m.

Get into the holiday spirit in Del Mar Village! Enjoy family-friendly festivities throughout the Del Mar Village North Pole Loop, including letters to Santa (3 to 5 p.m.) and story time (4 p.m.) at Sandcastle Tales, holiday music, drink specials for adults at L'Auberge Del Mar, and holiday characters. The afternoon will culminate in a holiday tree lighting

with hot chocolate for kids and a special appearance by Santa himself in the Jim Watkins Amphitheater at L'Auberge Del Mar at 5 p.m.

Snow N Glow at the Del Mar Fairgrounds

Saturday, Dec. 4 to Thursday, Jan. 2, 4 to 10 p.m. all days

This winter, the Del Mar Fairgrounds will be transformed into San Diego's holiday headquarters at the **Snow N Glow Holiday Festival**, featuring three major attractions designed to make your holiday spirits bright:

- **SNOW** – Snow Tubing & Play Area
Kids (and adults who are kids at heart) can snow tube down Snow Hill, made with real snow. There will also be an open area to play in the snow, and fresh snow is made daily.
- **GLOW** – 1 Million Glowing Lights
Sip on hot cocoa while you stroll through a million festive lights. This winter wonderland of glowing lights is here to make your holidays bright.
- **HOLIDAYS IN YOUR CAR** – Presented by Subaru
This twinkling event is back! Drive through an enchanting 1.5-mile display of a million LED lights, holograms and lasers – all put together and set up by Santa's little helpers.

For more information and to purchase tickets, visit www.holidaysinyourcar.com. 2260 Jimmy Durante Blvd.

Holiday with a View at Viewpoint Brewing Co.

Tuesday, Dec. 7, all day

Viewpoint Brewing Co. is generously donating 10% of the day's sales to the Del Mar Village Association on Tuesday, Dec. 7, so make sure to stop in for a holiday meal with a view. Visit www.viewpointbrewingco.com. 2201 San Dieguito Dr. Suite D.

Holiday Happenings at L'Auberge Del Mar

Dates and times below

Don't miss a full lineup of holiday events and happenings at L'Auberge Del Mar:

- **Letters to Santa** (Wednesday, Dec. 1 to Saturday, Dec. 25) – Write Santa a letter and tell him you've been extra good this year, and bring your Christmas list so he knows what to bring you. Look for the big red mailbox in the Living Room.
- **Christmas Cookie Decorating** (Saturdays, Dec. 4, 11 and 18; 1 to 2 p.m.) – Get into the holiday spirit and decorate your own Christmas cookies! Complimentary for guests and \$15 for locals.
- **Brunch with Santa** (Sunday, Dec. 12, 9 a.m. to 1 p.m.) – Mr. Claus will make a special appearance at Adelaide for Sunday brunch with Santa.
- **Ugly Sweater Yappy Hour** (Sunday, Dec. 19, 3 to 5 p.m.) – Break out your ugliest sweater for both you and your fur baby. Join us for Yappy Hour, complete with specialty pup-spiced cocktails and yummy bites for dogs and their humans.

- **Gingerbread House Decorating Class** (Tuesday, Dec. 21, 3 to 5 p.m.) – Join legendary Chef Kari Cota and make a festive gingerbread house. Complete with everything you'd need from candy canes, gum drops, M&Ms, peppermints, sprinkles, and more. \$50 per house.
- **Christmas Eve Dinner** (Friday, Dec. 24) – Get ready for Christmas Day and enjoy your loved ones' company while letting the team at Adelaide cook your feast. Dine amongst the ocean under our heated patio and don't forget to look up in the sky to see if you can spot Santa and his reindeer.
- **Christmas Brunch** (Saturday, Dec. 25) – Wake up Christmas morning with us. Enjoy specialty brunch entrees and sips while you go over what Santa left under your tree.

Visit www.laubergedelmar.com for more information and to make reservations. 1540 Camino Del Mar.

ABOUT DEL MAR VILLAGE

Del Mar is a quaint seaside village 20 minutes north of San Diego on the Southern California Coastline. It is rich with beauty, amenities, and history. Since the legendary days of Hollywood's golden years, Del Mar has been the destination of choice for movie stars as well as those with a taste for fast horses, breathtaking vistas, stunning sandstone canyons, accessible pristine beaches and award-winning cuisine with dazzling ocean views. Del Mar is home to the renowned Del Mar Racetrack and San Diego County Fair. The affluent and historic Del Mar Village offers a variety of unique mom and pop shops, renowned ocean-view restaurants and charming beach-style hotels. For more information about the Del Mar Village, visit www.visitdelmarvillage.com.

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