

**JACKSON'S HOLIDAY OPEN HOUSE SIMPLIFIED FORMAT
KEEPS HOLIDAY SPIRIT FRONT & CENTER**

Friday, November 27, 2020 *** 6 - 9 pm *** Main Street , Jackson

FOR IMMEDIATE RELEASE

CONTACT: Melissa Lavin, Amador Council of Tourism

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PHOTOS ATTACHED

ANNOUNCEMENT:

Kick off the festive holiday season Thanksgiving weekend with Main Street Jackson's **Christmas Delights** Open House, Friday, November 27, 2020, 6 - 9 pm. Join Santa and the Mayor to light the town Christmas Tree at 6 pm, then Jackson Fire Dept. will host free Safe Visits with Santa at the Firehouse. Bring your wish lists to drop in the North Pole mailbox and take your own photos with Santa (safely distant, of course!). Jackson's boutique shops will be open late with old fashioned holiday cheer and special treats for the whole family. Don't miss the shopping fun on **Plaid Friday** and **Small Business Saturday** (11/27 & 11/28). For updates and more information follow on Facebook and Instagram: @jacksonmainstreet @visitamador @visitjacksonca

FULL RELEASE:

(Jackson) Thanksgiving weekend, gather up the family, invite your friends and neighbors, and join the community as the spirit of the holidays brightens downtown Jackson's annual **Plaid Friday** (10 am – 5 pm) and **Christmas Delights** Open House (6-9 p.m.), Friday, November 27, and **Small Business Saturday**, Saturday , November 28, 2020 .

Friday morning, skip the lines and hassle of Black Friday at the mall and head out with your gift list for the annual "**Plaid Friday Amador**" kick-off to the shopping season! Enjoy "Plaid Only" fun when you wear plaid and shop in friendly local businesses -- find the Plaid Friday shopping guide to special activities at www.VisitAmador.com.

Take a break from shopping and a trip back into local history at the **Amador County Museum** (housed in a beautiful 1859 home just a block off Main Street), open 11 am – 6 pm on Friday just for holiday visitors.

Returning to its Open House roots this year, a simplified **Christmas Delights** will be held on Friday evening only, with modifications for social distancing. Join Santa and the Mayor at 6 pm to light the town Christmas Tree at the Jackson Firehouse. Jackson Fire Dept. will host free Safe Visits with

Santa at the Firehouse. Bring your wish lists to drop in the North Pole mailbox and take your own photos with Santa --safely distant, of course. We want to keep Santa safe for his big sleigh ride on Christmas Eve! Strolling Father Christmas and Wild West characters will add old-fashioned fun to Main Street.

Stay close to home and support small town businesses by shopping in Amador County this holiday season. Merchants and downtown businesses will have holiday specials all-season-long (don't forget **Small Business Saturday** on Nov. 28!). For updates and more information follow on Facebook and Instagram: @jacksonmainstreet @visitamador @visitjacksonca

Come enjoy the cozy seasonal magic and intimate old town historic charm of a treasured downtown Jackson tradition -- Christmas Delights and Plaid Friday/Small Business Saturday, sponsored by the City of Jackson and hosted by Jackson's downtown merchants.

PLEASE NOTE: Main Street, Jackson, will be closed to vehicle traffic and parking to allow for social distancing from approximately 5 – 9:30 pm on Friday, Nov. 27. Horse-drawn carriage rides will not be offered this year.

PHOTOS :



(Shop window) Jackson's downtown merchants pull out all the stops to make this year's Christmas Delights Open House something special, with shops open until 9 pm on Friday, Nov. 27. Photo on right by Jeannette McDonald.



(Santa in firetruck) Santa Claus is coming to town ... for Christmas Delights on Main Street, Jackson. Jackson Fire Dept. will host free Safe Visits with Santa at the Firehouse. Bring your wish lists to drop in the North Pole mailbox and take your own photos with Santa (safely distant, of course!). Photo by Steve Farrell.