



Contact: Jocelyn Brennan, President I CEO  
South County Chambers of Commerce  
PO Box 672  
Arroyo Grande, CA 93421  
Phone: (805) 489-1488  
jocelyn@southcountychambers.com

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## FOR IMMEDIATE RELEASE

### **Elegant Christmas in the Village is still happening—2020 style**

ARROYO GRANDE — The tradition of Elegant Christmas in the Village, a highly anticipated shopping event in the Village of Arroyo Grande, will look different this year. Instead of a one-evening event in December, Elegant Christmas will be celebrated all month long throughout December so more people can participate while following COVID guidelines.

Shoppers are encouraged to participate safely in this fun promotion to support local businesses, spread some holiday cheer, and win valuable prizes. To be a part of Elegant Christmas, shoppers can make purchases in the Village of Arroyo Grande anytime in December.

To be eligible for the prize drawings, shoppers will need to post a photo on Facebook or Instagram with the hashtag #Love4Local and tag @VisitArroyoGrande, @SouthCountyChambers, and the Village businesses they are supporting. Each participant will then be entered to win valuable gift cards including a staycation package.

Rooster Scavenger Hunt: There is an additional opportunity to win a prize if you post a photo with the stuffed rooster toy that will be hidden in a Village business and include the hashtag and tags of the Elegant Christmas promotion. Winners will be announced every Sunday in December on the South County Chambers Facebook and Instagram pages.

Plains All American Pipeline is the major sponsor of Elegant Christmas.

Elegant Christmas shoppers are encouraged to wear a mask in public places. Store owners will be complying with COVID-19 guidelines and capacity limits. For further details, please visit southcountychambers.com, or call (805) 489-1488.

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