



**For Immediate Release**

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**LIVE REINDEER COME TO GREENWICH DOWNTOWN BUSINESS DISTRICT  
First Annual Greenwich Reindeer Festival & Santa's Workshop  
November 27 – December 24, 2009**

**Greenwich Holiday Stroll Weekend December 4, 5 and 6**

**Greenwich, Conn, Nov. 10, 2009** – Santa and his reindeer are coming to town. Come see Dasher, Dancer, Prancer, Comet, Donner and Blitzen, **LIVE**, with Santa at McArdle's Florist & Garden Center, 48 Arch Street, in Greenwich at the First Annual Greenwich Reindeer Festival and Santa's Workshop to benefit Kids in Crisis, starting Friday afternoon, November 27 through Christmas Eve, December 24, 2009. The event promises to be a magical moment that children and families will cherish forever as they have their holiday photo taken with some of the only reindeer in Connecticut.

On November 27, the reindeer will arrive from the North Pole and process down Greenwich Avenue accompanied by the town's public officials to their month-long home at McArdle's. Children, pets, adults and families can have their photo taken with Santa and his team of reindeer, with proceeds benefiting Kids in Crisis. Photo packages begin at \$29.99 and include special coupons to shop at participating downtown Greenwich stores. Hours for the Greenwich

Reindeer Festival and Santa's Workshop are as follows: Monday through Friday, noon to 5:30 pm, Saturday, 9 am to 5:30 pm, and Sunday, 9 am to 4 pm. Reindeer feeding times will take place daily at 9 am and 4 pm. McArdle's will offer complimentary hot mulled cider each day.

Sponsors include the following: Reindeer Sponsors: Flexjet by Bombardier, People's United Bank, Pepsi and Shaklee, Debbie Marin, Independent Distributor. Event Sponsors: McArdle's Florist & Garden Center and M.H. Heaven Real Estate. Media Sponsors: The Advocate, Greenwich Time, Brooks Community Newspapers and Moffly Media. Creative design by Creative Insight.

The event coincides with the First Annual Greenwich Holiday Stroll Weekend, December 4, 5 and 6. Holiday carolers, bell ringers and other musicians from local churches and singing groups will stroll through downtown while residents and visitors enjoy world-class shopping and delicious dining. Greenwich area merchants from East Putnam Avenue to Lewis Street to East and West Elm Street and along Greenwich Avenue will be joining the fun festivities, offering seasonal refreshments to welcome holiday shoppers. Hours are Friday, 4 pm to 7 pm, Saturday, 10 am to 7 pm and Sunday, 11 am to 4 pm.

"It's the perfect combination of local pride and holiday spirit and the beginning of a great new tradition in Greenwich," said Alon Marom, Director of Corporate and Community Giving for Kids in Crisis, the event beneficiary. "We hope everyone will come out and enjoy all that Greenwich has to offer while at the same time, supporting our mission at this special time of year."

Kids in Crisis, [www.kidsinacrisis.org](http://www.kidsinacrisis.org), is Connecticut's only free, round-the-clock agency providing emergency shelter, crisis counseling and community educational programs for children of all ages and families dealing with a wide range of crises—domestic violence, mental health and family problems, substance abuse, economic difficulties and more. Since its founding in 1978, Kids in Crisis has helped more than 96,000 Connecticut children and families; last year, more than 7,300 adults and children received assistance from the organization.

For more information about the Greenwich Reindeer Festival and Santa's Workshop and the Greenwich Holiday Stroll Weekend, please visit [www.mcardles.com](http://www.mcardles.com). These events are created and produced by TMK Sports & Entertainment, a Greenwich-based event marketing company.