



## **MEDIA ALERT**

### **SANTA CLAUS IS COMING TO TOWN: TO DURHAM REGION, THAT IS**

*Pickering Town Centre has partnered up with Santa to spread holiday cheer around the community ahead of its November 12 launch of Santa's brand-new Ice Castle*

**PICKERING, ON** – Catch him if you can: this week, Santa Claus and his elves hit the road with Pickering Town Centre in a VW Atlas to spread holiday cheer and serve up random acts of kindness from Wednesday, November 8 to Friday, November 10. From festive treats to free vouchers for a meeting with the man-in-red himself, it is everyone's chance to catch a glimpse of Santa before he takes up residence inside the brand-new **Santa's Ice Castle** debuting at **Pickering Town Centre on Sunday, November 12**. This marks the first time in 20 years the castle has seen a full re-design.

*Pickering Town Centre invites residents in the area to celebrate with special activities on Sunday starting at 10 a.m. with a lightshow and other festive surprises (details below).*

**WHO:** Santa Claus & Pickering Town Centre

#### **WHAT, WHEN & WHERE:**

- **Wednesday, November 8th:**
  - Whitby GO Station: 3:30-7:30 p.m.
- **Thursday, November 9th:**
  - Ajax-Pickering Hospital: 12:00-2:00 p.m.
  - Ajax GO Station: 3:30-7:30 p.m.
- **Friday, November 10th:**
  - Pickering GO Station: 3:30-7 p.m.
  - Pickering Recreation Centre: 7:30 p.m.
- **Sunday, November 12th:**
  - Santa arrives at Pickering Town Centre, festivities begin at 10:00 a.m.
    - Crafts
    - Live entertainment
    - Treats for children and families
    - Tea and coffee for parents
    - Free cookie cutter and free cookie voucher
    - Live music and more

#### **INTERVIEW/PHOTO OPPORTUNITIES:**

- Santa Claus and his elves
- Lorna Murphy, Marketing Director, Pickering Town Centre

**ABOUT PICKERING TOWN CENTRE:**

The perfect combination of shopping, dining and entertainment in Durham Region. Pickering Town Centre is a one million square foot shopping centre with over 200 stores and services, two department stores, an eight-screen movie theatre, three dine-in restaurants, and a 15 restaurant Food Court with over 500 seats. Proudly Canadian, Pickering Town Centre is located at Kingston Rd. and Liverpool Rd. in Pickering, Ontario. The Centre is owned and operated by the Ontario Pension Board and managed by 20 VIC Management Inc. Visit us online at [www.pickeringtowncentre.com](http://www.pickeringtowncentre.com).

**STAY CONNECTED:**

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