

FOR IMMEDIATE RELEASE

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Waconia Welcomes the Holiday Season with Annual Tree Lighting & Small Business Saturday

WACONIA, Minn. – The Waconia Chamber of Commerce, in partnership with the City of Waconia, invites the community to kick off the holiday season at the Annual Tree Lighting event on Friday, November 27, from 6:00-6:30 PM in City Square Park. The holiday cheer continues the next day with Small Business Saturday on Saturday, November 28, with shopping all around town.

Friday, Nov. 27 – Annual Tree Lighting

This Waconia tradition brings families and neighbors together to celebrate the spirit of the season. Enjoy holiday characters, a choir leading the community in Christmas carols, hot cocoa, and cozy warm fires. The Women of Waconia will collect unopened toys for the Waconia Toy Drive, so participants are invited to bring a toy or two.

Special thanks to the event’s sponsors: **Xfinity**. We appreciate your support and participation in this community tradition.

True ‘N’ Fair Tree Care donates time and expertise to help set up the event and safely light the warm and cozy fires. Thank you!

Waconia’s Famous Santa Claus will arrive on a fire truck lined with holiday lights. He’ll encourage the community to “keep the cheer here” by making a wish list with items and experiences that they can find right here in the town we live in and love.

Businesses are also encouraged to create a festive storefront window display with lights and holiday cheer for the season.

Saturday, Nov. 28 – Small Business Saturday

Small Business Saturday is a great time to celebrate and support small businesses. As Buddy the Elf says, “The best way to spread Christmas cheer is singing loud for all to hear!” So why not spread a little cheer by shopping local? The shops of Waconia put a lot of time and effort into planning for the holidays to make the shopping experience enjoyable.

About 68 cents of every dollar spent at a small business stays in the local community. Our shops and restaurants give our town character and charm, and frequent visits from residents and visitors help keep these local businesses a vital part of our community. Love the experience? Leave a review to make their season even brighter.

For those hard-to-buy-for people, Waconia Bucks from the Chamber can be used at every Chamber member business. Show the love by shopping, dining, and supporting local this holiday season (and all year long).

To learn more about events or to order Waconia Bucks online, visit DestinationWaconia.org.

About the Waconia Chamber of Commerce & Visitors Bureau

The Waconia Chamber of Commerce is a nonprofit, member-driven organization with a mission to promote a positive business environment and to enhance the quality of life in the Waconia community.

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