



Birthplace of New Scotland

## **Pictou Recreation, Tourism & Culture**

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### **FOR IMMEDIATE RELEASE**

Date: 23 November 2010  
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### **Annual Light-Up Marks Beginning of the Christmas Season in Pictou**

Pictou, NS - If you don't have the Holiday spirit yet, Pictou will get you there in a hurry, bundle up and mark December 3rd on your calendar. The Town of Pictou officially marks the beginning of the 2010 Christmas season with the annual Christmas Light-up beginning at 6:00pm. There will be a performance of Pictou County Church Choirs in the Murray Room at the deCoste Centre, joining them in their spirited show, the Pictou Elementary School Choir will feature a couple of traditional songs. Enjoy some hot drinks supplied by Peter Fraser. Following the performances a traditional carol sing and parade will take place up Caladh Avenue and through downtown Pictou.

Other activities include a "Live Nativity" featuring Mary, Joseph and baby Jesus, and a reading of "Twas the Night Before Christmas" at the Lobster Hatchery Wharf. This year the Northumberland Fisheries Museum will be showcasing two fisheries themed Christmas trees on the wharf. The museum will be providing Pictou Elementary School students with scallop shells to be painted or decorated for the trees. Children and families are encouraged to bring along their creations to hang on the trees.

Everyone can join in the mass carol sing throughout downtown Pictou to Market Square. There will be a visit from Fire Truck Santa and his PFD Elves, who will join the Mayor in lighting the Trees. Revelers can enjoy free hot chocolate supplied by Tim Horton's and treats from Santa. Non-perishable food items will be accepted for the Pictou Food Bank.

Nova Scotia Power is partnering with the Town of Pictou again this year in order to promote energy efficient Christmas lighting and will be offering an exchange program during the tree lighting ceremony. Bring two sets of your old Christmas lights, and Nova Scotia Power will exchange your old Christmas lights for ONE set of energy efficient LED Christmas lights. The LED Light Exchange will begin at 7pm at Market Square during the tree lighting ceremony.

The downtown and waterfront will be set alive this year with the dazzle of Christmas lights illuminating the shopping district of the Town of Pictou. This year more and more people are "going green" when decorating for the Holidays. Two large Christmas trees at Market Square will be fully decorated in LED lights which promote the conservation of energy and will add extra sparkle to the "Light-up".

The Pictou Business and Marketing Society are organizing some outstanding promotions for downtown Pictou throughout December. The theme this year is "Pictou Presents". Shop

downtown Pictou during the Holiday season and fill out a ballot at participating merchants for a chance to win eight prizes of \$50 in "Pictou Bucks" and one Grand Family Prize of a trip to Crystal Palace in Moncton to be drawn on December 17<sup>th</sup>. Calling all youth....take your Christmas themed artwork to Shiretown Home and Auto before December 1<sup>st</sup> and you may be selected to win a prize of \$20 in "Pictou Bucks", five prizes to be won! The Draw will take place during the Tree Lighting Ceremony. Your artwork will be on display for all to admire during the season.

For more information on the "*Pictou Christmas Light-up*" contact Pictou Recreation, Tourism & Culture at 485-6057 or visit the Town of Pictou website at [www.townofpictou.ca](http://www.townofpictou.ca).

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