



Birthplace of New Scotland

Pictou Recreation, Tourism & Culture

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FOR IMMEDIATE RELEASE

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The Shiretown Shines over the Holidays

Pictou, NS – The chill in the air did not stop Pictou residents from coming out and celebrating the Holiday season in downtown Pictou during the Christmas Light Up event on December 3rd. The event began at the deCoste Centre with lively and spirited music from members of local church choirs and the Pictou Elementary School Choir. To set the scene, a “Live Nativity” reading took place at the Fisheries Museum Wharf with Mary, Joseph, Sheppards, and a donkey and sheep, supplied by James MacLeod of French River. A traditional reading of “T’was the Night before Christmas” and tree decorating kept the children in wonder.

There was a surprise visit by Santa, accompanied by the elves of the Pictou Fire Department, who brought lots of smiles to young families. Hot drinks for the evening were supplied by Peter Fraser and Carvers Coffee House and Studio. A carol sing was held through the downtown area lead by Pictou District RCMP, Santa, the choirs and the many town residents who came out for the evening. Everyone gathered at the gazebo at Market Square to witness the official tree lighting which has become an annual favorite event. For the past several years Advocate Printing and Publishing has supplied the lights for the trees. This year the two trees were fully “decked out” in LED lights, over 100 sets are used to illuminate the trees. Replacing conventional Holiday lights with LEDs is one of the easiest ways to reduce energy use and save money in the long run.

Conserve Nova Scotia and Nova Scotia Power partnered again this year with the Town of Pictou bringing the LED Holiday Light Exchange to the tree lighting ceremony. Pictou was one of over 60 communities which hosted a LED Light Exchange Program this year. Many residents participated in the Exchange Program which proved to be a large draw to the event.

Congratulations are extended from the downtown Pictou businesses to the lucky winners of the coloring contest, who received \$20 in Pictou "Bucks" gift certificates to be used in downtown Pictou. Lucky winners were Denise Royles, Debbie MacEachern, Dave Spears, Melanie Reddick and Myra O'Callaghan.

The downtown and waterfront is alive this year with the dazzle of Christmas lights illuminating the shopping district of the Town of Pictou. The Public Works Department for the Town of Pictou worked diligently over the last couple of weeks to ensure everything was "alight" for over the Holidays. All Christmas decorations that the Town of Pictou installed this year use energy efficient LED lighting.

Special thanks are extended to the Anglican Churches of Pictou County, David Pos for leading the church choirs, Crushers Hockey Team members who collected items for the local Food Bank, Central Supplies, Tim Hortons, Pictou Business and Marketing Society, Community Volunteers, the deCoste Centre, Northumberland Fisheries Museum, and Pictou Recreation, Tourism and Culture Staff.