



November 24, 2021



SUMMIT, NJ - Thanksgiving Day is here, officially ushering in the 2021 Holiday Season, and Downtown Summit is ready to bring a Hilltopper-sized amount of spirit and cheer with a series of special activities, events and promotions.

Summit Downtown, Inc. (SDI) gets everything underway with 'Small Business Saturday' -- everyone's favorite alternative to 'Black Friday' mall madness -- on November 27. Residents can start their holiday shopping and support local businesses while enjoying live music throughout downtown, and many downtown businesses will also feature special promotions and sales for the day.

'Carriages & Carolers' -- with strolling carolers and brass and free Horse and Carriage rides in Lyric Park (corner of Bank Street and Beechwood Road) from 1-4 p.m., also begins on 'Small Business Saturday'. The program will also be offered on December 4, 11 and 18.

Not to be left out of the 'Small Business Saturday' fun, 'The 'HillTop Elf' ... actually 'The Hilltop Elf Scavenger Hunt' begins on November 27 as well, and continues until December 18. A great event for adults and kids alike, 'HillTop Elves' are hidden within more than 50 different downtown Summit businesses or in the storefront windows; shoppers and their families are urged to wander downtown in



search of a 'HillTop Elf'. The more elves one finds, the better their chances are to win! No purchase is necessary. Scavenger Hunt Forms are available at all participating businesses or can be downloaded off the SDI website.

Participating businesses are listed on the form where shoppers identify where they saw the elf at each business. Completed forms must be turned in by 4 p.m. on December 18 to be entered to win \$500 Summit VISA Gift Card. Ten runners-up will also each win \$100 Summit VISA Gift Cards. Summit VISA Gift Cards are accepted by more than 100 Summit businesses and make great holiday gifts. The winning completed forms will be drawn on December 20; winners will be notified by email. More information on holiday events and Summit VISA Gift Cards can be found on [summitdowntown.org](http://summitdowntown.org). As a reminder, November 26 and 27 are parking holidays in Summit, with no fees required for on-street parking, or parking in municipal lots and garages.

On the Downtown Summit Holiday Horizon: 'Celebrate in Summit' on December 18 - a grand spectacle of activities, sights and sounds, including a new Santa Photo Booth. And, courtesy of the City of Summit and Summit Downtown, Inc., there will be free holiday shopper parking December 11-26 at 90-minute meters, in the Bank Street Lot, and on the first floor of the Tier Garage on Springfield Avenue.