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**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION**

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**Join in on some *Holiday Hoopla!* in Downtown Pampa**

PAMPA, TEX. – Downtown Pampa will be hopping this holiday season with expanded hours, special promotions, presentations and contests, which are all part of a collective holiday celebration – *Holiday Hoopla!* Each Thursday, beginning November 15, select downtown businesses will extend their hours to 8 p.m., and special promotions and contests will be available to patrons between the hours of 6 p.m. and 8 p.m.

“We want Pampa and area residents to consider Christmas shopping downtown rather than driving out of town and fighting the crowds,” said Ken Rheams, president of Pampa’s Downtown Business Association and owner of Rheams Diamond Shop. “Downtown businesses have so many gift ideas to offer shoppers, and that’s why we’re extending our regular hours one night a week during the holiday shopping season. We want to give folks the opportunity to spend their holiday dollars locally.”

Thursday, November 15, is the *Holiday Hoopla!* kick off in which select downtown businesses will provide an open-house atmosphere complete with seasonal music and refreshments. Following Thanksgiving on Thursday, November 29, *Holiday Hoopla!* continues with Santa Claus pictures at Shutterbug Photography and the beginning of the four-week long Reindeer Run contest. “This contest is similar to an old-fashioned scavenger hunt or poker run,” said Jaylene Watkins, DBA member and Centramedia’s marketing communication director. “Shoppers must visit each participating business and receive a special marking on their game card. Once a shopper has completed his or her game card, it will be entered into a grand prize drawing which will be awarded on the last evening of *Holiday Hoopla!*” Watkins said anyone is eligible to participate, but game cards and special markings will only be available during the *Holiday Hoopla!* hours of 6 p.m. to 8 p.m. each Thursday. Game cards will be available at participating downtown businesses, and the grand prize will be awarded at 7 p.m. in front of Brandon’s Flowers on Thursday, December 20.

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During the Downtown *Holiday Hoopla!* events, shoppers can take advantage of special promotions. “With each purchase from a participating business, a shopper will receive a ticketed entry to win Downtown Bucks,” said Rheams. “The more you shop downtown with participating merchants, the greater chance you have at winning Downtown Bucks!” The drawing for Downtown Bucks will take place on Thursday, December 13, at 7 p.m., in front of Rheam’s Diamond Shop. Also on this evening, winners of the Pampa High School Band Booster raffle will also be drawn.

*Holiday Hoopla!* comes to a close at 8 p.m. on Thursday, December 20, with the Reindeer Run grand prize drawing and inaugural Santa Shout contest scheduled for 7 p.m. in front of Brandon’s Flowers. “This contest has the feel of a calling contest of sorts,” said Watkins. “Contestants will present their best Santa Claus impression through phrases such as *On Dasher, on Dancer, on Prancer, on Vixen..., Ho, ho, ho! Merry Christmas*, or anything else the contestant deems Santa-worthy.” Contestants will be judged on their voice, presentation, character, and costume. Watkins said, “Contestants are not required to sport a costume, but it will certainly help their chances of winning!” Santa Shout entry forms will be available at participating businesses beginning Monday, December 3, through close of business on Wednesday, December 19.

Businesses participating in this year’s *Holiday Hoopla!* events and contests include Brandon’s Flowers at 123 N. Cuyler, Carousel Expressions at 113 N. Cuyler, Centramedia at 112 E. Francis, Holmes Sports Center at 304 S. Cuyler, Joy’s Unlimited at 110 N. Cuyler, Rheams Diamond Shop at 111 N. Cuyler, Pampa Custom Framing at 107 N. Cuyler, and Shutterbug Photography at 108 E. Francis.

The Pampa Downtown Business Association is a group of downtown Pampa businesses working together to promote downtown Pampa businesses. For more information about Pampa’s DBA, or to join, contact DBA President Ken Rheams at 665.2831.

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