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**FOR IMMEDIATE RELEASE: October 25, 2012**  
**HAILEY HOLIDAY SQUARE WILL BE A CENTRAL GATHERING PLACE**

The City of Hailey, the Hailey Chamber of Commerce, and the South Valley Merchants Alliance are pleased to announce the addition of the Hailey Holiday Square to this year's Holiday Festival. The Hailey Holiday Square will be located on Croy Street between the Hailey Public Library and the Hailey Hotel. A portion of Croy Street will be blocked off to all vehicular traffic from November 12—January 4, during which time the Holiday Square will be used for a variety of Christmas and holiday themed events.

For a total of six consecutive Saturdays, the Hailey Holiday Square will be the center of holiday activities in the City of Hailey. Each Saturday from 12:00pm—2:00pm, beginning November 17, Santa Claus will be at the Square to hear children's Christmas wishes, the Chamber of Commerce will conduct their weekly raffle drawings, community choirs and music groups will entertain the crowds with holiday music, and a large fire pit will warm the audience. The Town Tree will be displayed prominently in the Square and benches, picnic tables, and other seating will be provided. The proposed schedule for the Saturday events will be as follows:

- 12 - 2:00 pm Fire pit will be lit and vendors can begin selling holiday items and/or food
- 12 - 1:00 pm Community groups will perform Christmas carols and other music
- 1 - 2:00 pm Santa Claus will be available for pictures and Christmas wishes
- 1 - 1:30 pm The Hailey Chamber of Commerce will conduct a weekly raffle drawing

In addition to the events listed above, the City of Hailey is extending an invitation to any vendors and/or non-profit groups interested in selling food or other holiday themed items on the Hailey Holiday Square during the Saturdays it will be in operation. There is no charge for vendors to set up, but they will need to provide their own electricity, water, heat, tent, etc. If interested, please contact Micah Austin, Community Development Director with the City of Hailey, at 788-9815 or email [micah.austin@haileycityhall.org](mailto:micah.austin@haileycityhall.org).

Mayor Fritz Haemmerle is encouraging all businesses in Hailey to participate in the Christmas season by decorating their storefronts and by getting involved in community events. Regarding the Hailey Holiday Square, Mayor Haemmerle commented, "It is my hope that this gathering place will be a lot of fun for all our citizens and make Hailey the place to be this holiday season."

The objective for the Hailey Holiday Square is to create a central gathering place during the Holiday Season. If you have any questions, would like to participate as a vendor or would like to volunteer, please contact Micah Austin at the contact information above.

Happy Holidays!

Micah Austin  
Community Development Director, City of Hailey