



Rochester Downtown Development Authority

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FOR IMMEDIATE RELEASE

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DISCOVER THE SPIRIT OF THE KRIS KRINGLE MARKET IN DOWNTOWN ROCHESTER

Rochester, Mich. – Nov. 17, 2010 – The Rochester Downtown Development Authority (DDA) announces the return of the Kris Kringle Market to Downtown Rochester, Dec. 3-5, 2010. After a year hiatus, the Kris Kringle Market has a new location, on W. Fourth Street between Main and Walnut, and will now coincide with both The Big, Bright Light Show and Greater Rochester Hometown Christmas Parade.

The Kris Kringle Market, presented by Renewal by Andersen, is inspired by the 700 year-old tradition of the European Christmas Market, and visitors can enjoy the food, shopping, entertainment and ambience of this open-air, holiday market.

Offerings include a majority of Michigan-made goods, including hand-crafted gifts, ornaments, fresh holiday greens, baked goods, specialty foods and much more.

Kids attending the Market can visit with Santa Claus on Friday from 6:00-8:00 pm and Saturday from 1:00-4:00 pm. Also, on Friday and Saturday, kids may create their own paper lantern and then take part in the Lantern Parade (sponsored by Michigan Schools & Government Credit Union) at 6:30 pm on Saturday. At 6:00 pm on Saturday, prior to the Lantern Parade, there will be a St. Martin's Day children's play. There also will be a gingerbread playhouse available throughout the weekend for photo opportunities.

Musical entertainment will be provided throughout the event by the students of Rochester Conservatory of Music, Reuther Middle School and Jennifer Kincer Catallo.

“With one-of-a kind shopping, food and drink, musical entertainment and great gifts for the holidays, this community-wide event will become part of your holiday tradition,” commented Nancy Voges, marketing coordinator for the Rochester DDA.

The Kris Kringle Market is presented by Renewal by Andersen, and sponsored by Michigan Schools and Government Credit Union and the Rochester DDA. It will be held on Friday, Dec. 3, 6:00-9:00 pm; Saturday, Dec. 4 from noon to 9:00 pm; and Sunday, Dec. 5, 11:00-5:00 pm, on W. Fourth between Main & Walnut in Downtown Rochester.

For more information about the Kris Kringle Market, please visit www.DowntownRochesterMI.com or contact the Rochester DDA office at 248/656-0060.