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FOR IMMEDIATE RELEASE

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LAGNIAPPE IN DOWNTOWN ROCHESTER – A LITTLE SOMETHING EXTRA ON NOV. 29

ROCHESTER, Mich. – Nov. 9, 2010 – Join the merchants of Downtown Rochester on Monday, Nov. 29 from 6:00 – 9:00 pm when they offer their customers Lagniappe (Creole for “a little something extra”) in appreciation for their support throughout the year.

The Rochester Downtown Development Authority (DDA) also will offer some Lagniappe with the debut of The Big, Bright Light Show. The program will begin at 6:45 pm on E. Fourth Street with help from the Mayor; Channel 7’s Dave LewAllen; and a special appearance by the man in red, Santa Claus himself, sponsored by Studio One Salon. The lights will officially light-up Downtown Rochester at 7:00 pm. Make sure to bring your cameras because kids will then have the opportunity to share their Christmas lists with Santa from 7:00 – 9:00 pm.

As part of Lagniappe, the DDA is partnering with Rochester Area Neighborhood House on “Kicks for a Cause,” to help the kids in our community with a basic need we all take for granted – shoes. Please bring a pair of new shoes to the corner of E. Fourth & Main from 5 – 9 pm. Help us “kick” off the season by making the holidays merry & bright for the kids in our community. All types of shoes are needed – athletic, casual and dress.

New this year is the Downtown Rochester Holiday Shop. The shop will feature “official” downtown holiday merchandise including ornaments, ceramic Traditions Buildings and holiday cards. The store will be open throughout Lagniappe at 335 Main (next to Chase Bank).

In addition, free horse-drawn trolley rides will be available at E. Third and Walnut Street. The rides will run from 6:00 – 9:00 pm.

There will be a number of free holiday music performances to help visitors get into the holiday spirit; the Meadow Brook Carolers, Heart of the Hills Barbershop Chorus and OU’s Gold Vibrations a Cappella will all be making rounds and spreading holiday cheer!

Following Lagniappe, The Big, Bright Light Show will run nightly from 6:00 pm – midnight through Jan. 2, 2011. Also, don’t forget the Kris Kringle Market, an open-air holiday market, Dec. 3 – 5.

For more information on all Rochester DDA events, please call 248.656.0060 or visit www.DowntownRochesterMI.com.

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