



Help us celebrate being **HOME FOR THE HOLIDAYS** in the River District!  
*Here are some opportunities for River District Merchants to join in as we celebrate the season.*

## HOME FOR THE HOLIDAYS: FILMED HOLIDAY MESSAGES AND MERCHANT INTERVIEWS

This year, the HOME for the Holidays filmed production will be a slightly different format. We are producing 6 short episodes to be released each Friday from **November 26th** through **December 31st**.

1.

### YOU HAVE TWO WAYS TO PARTICIPATE THIS YEAR:

Submit a 10 second holiday greeting, holiday memory, or fun holiday joke or song! Submit those here: [HOME@riverdistrictassociation.com](mailto:HOME@riverdistrictassociation.com)

Sign-up for a River District Merchant interview to be filmed by Lucia Video. We want the Dan River Region to get to know you! Be ready to answer some questions about yourself and business, and tell the community about any holiday events or promotions you have planned. Sign-up by **August 31st** at <https://tinyurl.com/HFTHInterviews>. We will contact you to set up an interview filming date.

## WINDOW DECORATING CONTEST

RDA invites you to once again take part in our annual Merchant Holiday Window Decorating Contest!

As always, we respect the investment you have previously made into your holiday window decor so there is no specific theme - just beautiful windows that draw interest to your business and our downtown.

2.

**TIMELINE:** Please have your window decorated and ready for viewing by the start of business, **November 26th**, so that patrons can view your windows during Black Friday on **November 26th**, and "Shop Small Saturday" on Saturday, **November 27th**. Voting will take place electronically from midnight on **November 26th** through midnight on Wednesday, **December 2nd**.

**AWARDS:** We will have two categories of recognition, "People's Choice" and "Judge's Choice." Winners of each category will be announced on Friday, **December 3rd** at Christmas on the Plaza, via social media, newsletters, and the HOME for the Holidays weekly episode.

**PROMOTIONAL | VOTING INFORMATION:** The public will be invited to vote by write-in ballot on a website that will be shared/promoted via social media and our River District Holiday Gift Guide. The website we use only allows one vote per email address and monitors for spoof/ghost voting. You will receive the voting link to share with your customers prior to **November 26th**.

**WHAT DO I NEED TO DO TO PARTICIPATE?** Just decorate your window and share the opportunity to vote with your friends and customers. It's that easy!

## HOLIDAY GIFT GUIDE

We are once again publishing the River District Holiday Gift Guide that will be distributed in the Danville Register and Bee in the Sunday paper prior to Thanksgiving. Additional copies can be delivered to your business upon request. Please submit a full-color photo\* of your business interior or select holiday merchandise along with a short, written promo that includes your name and holiday business hours to [kirsten@riverdistrictassociation.com](mailto:kirsten@riverdistrictassociation.com) by **October 11, 2021**.

3.

\*Please provide high quality photos suitable for advertisements for the publication; if you need assistance with photography, please let us know. RDA reserves the right to decline to publish photos that do not meet quality standards.

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