

NEWS RELEASE

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Seguin's Holiday Sip 'n Stroll includes Cocoa, Snow and Santa

SEGUIN, Texas – “Got cocoa?” You will if you attend the 2014 Holiday Sip ‘n Stroll presented on Friday, Dec. 5, from 5:30-8:30 p.m., by the Downtown Business Alliance (DBA) of Seguin and Seguin’s Main Street Program. This year's Sip ‘n Stroll includes 25 chocolatiers providing homemade cocoa to shoppers as well as holiday activities and entertainment against a backdrop of sparkling holiday lights in Central Park on the town square located at 201 S. Austin St.

The 2014 cocoa-tasting mug, which is the ticket to tasting cocoa all over town, is available at several downtown businesses for \$12. The mug features the work of Seguin artist Robin Walker and depicts the historic hydroelectric power plant located on the banks of the Guadalupe River. It’s ideal for cocoa sipping or gift giving.

Kids’ eyes will light up seeing real snow in Central Park and they can ride the Wiggle Waggle train or have their photo taken with Santa himself at the Court Street Coffee Shop. Holiday music, entertainment including the SHS Starsteppers and WeeSteppers and the Dirty River Dixie Band, food vendors and horse-drawn wagon rides will bring Central Park alive with the Christmas spirit.

Another fun aspect of the Stroll is the friendly competition among the chocolatiers in which each participant enters its own special recipe and is judged in one of five categories: Best Milk Chocolate Cocoa, Best White Chocolate Cocoa, Best Dark Chocolate Cocoa, Most Unique Cocoa and Most Creatively Named Cocoa.

“The Holiday Sip ‘n Stroll is quickly becoming Seguin’s tradition for kicking off the Holiday Season after ringing it in with our spectacular Holiday Parade and lighting of the square the night before,” said Audra Schulz of the DBA. “It’s a special night for people to enjoy with their families and friends. Sometimes we forget what our own town has to offer, so the Stroll helps remind our neighbors and

visitors alike that there is no need to leave town or stress over holiday shopping. It is possible to shop locally and really enjoy sharing the Christmas spirit.”

Then on Saturday, Dec. 6, the North Pole Stroll will take place in Central Park from 10:00 a.m. until 4:00 p.m. with the highlights on the kids with snow, photos with Santa, horse-drawn wagon rides, ornament-making, cookie decorating, and posting letters to Santa at the North Pole Post Office, as well as Christmas shopping at all the downtown shops.

The Stroll is sponsored by the Seguin Convention and Visitors Bureau and the 2014 Chocolatiers: Advanced Home Health; Amy’s & Cathy’s Take-Out; Blessings Christian Gift Store; CJ’s Nook; Court Street Coffee Shop; Design Associates; Fashion Magic; Gift & Gourmet; Just Church Faith Center; Life Gate Church; Living Waters Worship Center; Oehlke CPA; The Paisley Patch; Pickett’s Fine Art and Frame Shop; Playoff’s Sports Bar and Grill; Rhinestone Glamour Girl; Seguin Conservation Society; Serenity Boutique; Sheek by J; Tavern on the Creek; Thunderpaws Canine Solutions; Vogue Shoes; Where 2 or More Country Store; You’re So Crafty; and Z’s Toys & More.

WHAT: Holiday Sip ‘n Stroll

WHEN: Friday, December 5 from 5:30 until 8:30 p.m.

WHERE: Downtown Seguin and Central Park

WHAT: North Pole Stroll

WHEN: Saturday, December 6 from 10 a.m. until 4 p.m.

WHERE: Central Park

About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational and employment opportunities. Seguin’s robust diversified economy features a steelmaker, a manufacturer of automotive parts, an engine manufacture and plants making roadside mowing equipment and building materials. In 2014, Seguin was proud to be selected by Siro Group USA as the future home of the company’s North American manufacturing facility.

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