

For more information, contact: Isabella Meraz isabellam@moonstonehotels.com

FOR IMMEDIATE RELEASE:

100 Days until the Silverton Christmas Market: A spectacular holiday event awaits!

Hotel overnight packages and tickets are now available to experience 1+ million lights, snowless tubing, authentic German vendor market, Santa and more | Nov. 17 – Dec. 31, 2023

Silverton Christmas Market - Silverton, Ore. -- The countdown to the most magical time of the year has officially begun! With only 100 days left until the highly anticipated Silverton Christmas Market, the enchanting holiday extravaganza is gearing up to delight visitors with an unforgettable Christmas wonderland experience. Tickets and hotel overnight packages, which include tickets and parking passes, are now on sale for the awe-inspiring, annual Silverton Christmas Market.

The event returns this winter with more than one million lights, a new and improved event layout with larger and brighter displays, 15 local artisan vendors, four vendor booths dedicated to German-imported goods like nutcrackers, and more on the grounds of the <u>Oregon Garden Resort</u>, starting Friday, November 17th, and running through December 31st (closed Nov. 22-23 & Dec. 24-25).

"The Silverton Christmas Market is a magical escape that allows visitors to immerse themselves in the joy and anticipation of the holiday season," said Rex Gamaney, Public Events Manager at the Oregon Garden Resort. "Our team is busy hanging lights, repainting characters, crafting new displays and more!"

The event offers a joyous and magical holiday experience for all ages - walk through an immersive path packed with more than a million lights, cruise down the snowless tubing hill, presented by Power Kia, take your picture with Santa, enjoy live music and a brew in the Biergarten, presented by AB One, taste international cuisine and drink (including Mary's famous hand-breaded schnitzel sandwich) and shop for handmade gifts and imported German goods at the authentic German market! The event also focuses on its German heritage and gathers inspiration from authentic German Christmas Markets, with collectible mugs; traditional lebkuchen (gingerbread

hearts) and gluhwein (mulled wine); four German booths selling imported, handcrafted German nutcrackers, smokers and ornaments; and a light section dedicated to Krampus - the wicked German counterpart to St. Nicholas.

"We can't wait to watch families make holiday memories while enjoying a beautiful, immersive experience," said Gamaney. "We have more lights and larger, more immersive light displays than ever before - lots of light tunnels and themed areas, along an even longer walking path."

NEW AND IMPROVED EVENT LAYOUT

The Silverton Christmas Market team has looked closely at guest reviews and is excited to introduce a new and improved event layout. The event will feature more local artisan vendors and German goods booths, new light displays, and a longer, wider walking path with varied landscaping to make one million lights even more spectacular. There will be plenty of new displays, along with iconic fan-favorite displays that the Market artists are improving and repainting. You also won't want to miss taking a selfie in this year's candy cane tunnel, which will be taller and wider than ever!

"We have received some very helpful feedback over the past two years, and we're confident that guests are going to love the new event layout," said Gamaney. "From new displays to festive food items made with love, I'm really proud of our team for working together to make this the best year yet. The immersive nature of this display creates an intimate and magical experience that you won't want to miss."

The light path will begin beside the Oregon Garden Resort where you won't be able to resist our new, freshly popped kettle corn booth. After visiting with a few of the many local vendors and grabbing a drink for the trail, we challenge your group to sing along to the 12 Days of Christmas display! Afterward, you will embark on a magical journey of over a million twinkling lights. Starting with Tropical Land, you will be transported to a warm oasis with jellyfish, flamingos and a ceiling made of yellow lights that will remind you of the warm sun. After making your way through Flower Land with giant flowers, you'll experience The Great Northwest with all of our Oregon favorites - mountains, waterfalls, wildlife and the iconic Heart of Oregon display. Guests will then enjoy the adorable Town Square with artisan and German vendor booths, food and drink, the Biergarten with live music, snowless tubing and cozy warming stations with wood-burning firepits. Don't forget to visit Santa (free of charge), deliver your wishlist and take a photo inside his sleigh - the perfect Christmas card opportunity! Then take a picture in front of the glittering princess castle, the beautiful Silverton Christmas Market mural and the glowing Candy Cane Tunnel. As you wind your way along the Resort property, you'll be in awe as you continue to walk through colorful tunnels. After emerging from dazzling Rainbow Land, guests will enjoy the Wedding Garden, which has transformed into an adorable Candy Land scene with a candy shop and interactive activities

for the whole family. By the final section of lights, you won't want to leave! Make a wish as you walk through **Starry Lane** and enjoy the final walk-through display, a giant present adorned with lights.

There will be many fun, new surprises coming throughout the displays this winter!

OVERNIGHT PACKAGE

Booking an <u>overnight package</u> is the perfect way to get in the holiday spirit and experience the magic of Christmas with your loved ones. As a bonus, you won't have to worry about parking or taking a shuttle!

This special package includes:

- Entry to the Silverton Christmas Market for each person on the package
- Parking at the Resort for one vehicle (skip the shuttle!)
- Overnight accommodations
- Breakfast the next morning

Each room includes a cozy fireplace, private patio or deck, and some rooms are also pet-friendly. While staying, don't forget to book a relaxing service at the <u>Moonstone Spa</u> or visit the <u>Fireside Lounge</u> for a nightcap and live music nightly.

TICKETS

Get your <u>tickets</u> today and experience a Christmas wonderland. Pricing varies depending on the night, and children 5 and under are always FREE!

- Monday Thursday: \$15 for adults, \$5 for kids ages 6-12
- Friday Saturday: \$20 for adults, \$8 for kids ages 6-12
- Sunday: \$18 for adults, \$8 for kids ages 6-12
- Silverton residents save \$2 off adult admission with promo code LOCALS at check-out (with proof of residency).

Add-ons include <u>VIP parking and snowless tubing tickets</u>. There will be no on-site parking for purchase the day-of this year, all guests will be able to purchase VIP parking in advance, or ride a free shuttle from various locations in Silverton.

NON-PROFIT PARTNERS

The annual event, honored with a Silver award for Best Charity Event in the 2022 Best of the Willamette Valley Awards, has a primary goal of supporting the Silverton community. Through donations to local non-profit organizations and discounted admission for Silverton residents, this event provides an enchanting experience for the Silverton community.

In 2022, the event made significant contributions to various local organizations, including the <u>Silver Falls School District</u>, which received donations through the "Tube For Schools" program. This initiative involved allocating a portion of the proceeds from tubing hill activities on Tuesdays. Other beneficiaries included <u>Silverton Area Community Aid</u>, <u>North Willamette Valley Habitat for Humanity</u>, <u>The Gordon House by Frank Lloyd Wright</u> and the <u>Silverton Mural Society</u>.

"We are so proud to partner with local non-profits and give back to the community through this magical holiday event," said Gamaney. Non-profit organizations interested in collaborating with the Silverton Christmas Market are encouraged to contact Heather Collora, Marketing Specialist, at heather@moonstonehotels.com.

For more information and updates on the Silverton Christmas Market, visit <u>silvertonchristmasmarket.com</u> or follow them on <u>Instagram</u> and <u>Facebook</u>.

The Silverton Christmas Market is proudly sponsored by <u>Power Kia</u>, <u>Anheuser-Busch</u>, <u>LLC – AB One</u>, <u>Xfinity</u>, <u>Wood Pellet Products</u>, <u>Oregon Health Insurance Marketplace</u>, <u>Salem Sign Company</u>, <u>Yes Graphics</u>, and Moonstone Hotel Properties.

###

About Silverton Christmas Market:

This event has become a beloved family tradition over the past decade, but it was not always called the Silverton Christmas Market. Last winter, the event had its first year named the Silverton Christmas Market, and the year before, it was called Lights at the Oregon Garden Resort and prior to that, the event was held in The Oregon Garden's Rediscovery Forest as Christmas in the Garden. Since the Resort's parent company, Moonstone Hotel Properties, no longer manages The Oregon Garden, the event now resides on the grounds of the Oregon Garden Resort. This has been a positive change for the event, bringing a longer and more intimate walking path, a one-way path to ease the flow of traffic and varied landscaping to make one million lights even more spectacular. The new Silverton Christmas Market aims to focus on its German heritage and gathers inspiration from authentic German Christmas Markets, with collectible mugs; traditional lebkuchen (gingerbread hearts) and gluhwein (mulled wine); artisan vendors; a booth selling imported handcrafted German nutcrackers, smokers and ornaments; and a light section dedicated to Krampus - the wicked German counterpart to St. Nicholas.

The Silverton Christmas Market aims to support the community of Silverton through donations to the school district, local non-profits and discounted admission for Silverton residents to experience the magic. We're proud to have been awarded Silver for the <u>Best Charity Event</u> by the Best of the Willamette Valley 2022 Awards. If your non-profit organization is interested in partnering with the Silverton Christmas Market, you're encouraged to reach out to the Marketing Specialist, Heather Collora at heatherc@moonstonehotels.com.

About Moonstone Hotel Properties: Moonstone Hotel Properties started in 1983 with the building of the Sea Otter Inn in Cambria, Calif. From there, the family-owned company went on to open garden-themed properties in Oregon and California. Today, Moonstone Hotel Properties owns the Sea Otter Inn, Cambria Pines Lodge, the J. Patrick House & Inn, Cambria Nursery and Florist, The Monterey Hotel, and Oregon Garden Resort. Moonstone Hotel Properties remains committed to retaining a reputation for exquisite boutique hotels with beautiful grounds in West Coast destinations.