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UNION STREET, SAN FRANCISCO TO HOST 19th ANNUAL HOLIDAY CELEBRATION

Preview of Month-Long Holiday Happenings

San Francisco, CA – November 2, 2009 – On November 5, Union Street kicks off its highly-anticipated **Holiday Celebration**, bringing a wealth of holiday-related entertainment to Cow Hollow, one of San Francisco's most beautiful historic neighborhoods.

From November 5 through December 25, Union Street, between Van Ness & Steiner, and Fillmore Street, from Union to Lombard, will feature an array of FREE holiday-related entertainment and community events; from jugglers to face painters, art projects, holiday characters, cupcake decorating, a special Snow Queen children's parade, carolers and more.

We Can Care

On November 5, Union Street kicks off the "**We Can Care**" program. For six weeks, Union Street merchants will collect canned food to donate to the San Francisco Food Bank. Store windows will feature creative displays incorporating canned food to highlight the program and stores will offer shoppers discounts in exchange for cans of food. On December 12, Santa Claus will make his way down Union Street, collecting the cans for the SF Food Bank, and arrive at the Metro, where he will sit from 1:00 - 3:30PM in front of a special holiday mural, with snow falling & live music. Also on December 12, the Guardsmen will be at the Metro trading raffle tickets, for drawings for Guardsman gala tickets and Christmas trees, for canned food.

"It's been a difficult year for many, so Union Street merchants have come together to launch a program that both expresses our gratitude to loyal customers and creates a vehicle to help people who are less fortunate than us," said Bernard Faber, a Union Street Association merchant, "We Can Care is designed to remind us all that the holidays are as much about giving as they are about receiving."

Throughout the Season

Throughout November and December, the stores lining Union Street will add festive holiday lights to their buildings and trees, and meters will be transformed into giant candy canes, setting the stage for a magical season. The month-long celebration on Union Street also includes gift wrapping, validated parking, holiday dollars from Santa and the elves, store open houses, complete with refreshments and evening shopping, holiday lights, and the We Can Care windows.

Fantasy of Lights Event

On December 5, Union Street kicks off its annual Fantasy of Lights Holiday celebration, where young and old alike can enjoy festivities to kick off the holiday season. Thousands of holiday lights set off the Victorians, transforming Union Street into a magical backdrop for Santa, Mrs. Claus, and a huge team of elves to celebrate along with jugglers, live ponies dressed as reindeer, a monkey, and balloon artists. Merchants will host open houses with specialties in their stores. This is truly a holiday tradition that should not be missed.

Saturday, December 5 Events

Festivities including: jugglers , holiday characters and more, will take place on Union Street between Van Ness Avenue & Steiner Street. All ages; Free.

- 3:00 – 6:00 PM - **Cupcake Decorating** - That Takes the Cake hosts cupcake decorating in front of the Cudworth Mansion, located at: 2040 Union Street.
- 4:30 PM - **Snow Queen Children's Parade**
- 5:30 – 7:00 PM - **Santa** arrives at the Cudworth Mansion. Children are invited to visit with Santa and have their picture taken for free.

Ongoing Events

- **Firefighters Toy Program** - Donate toys for needy children through the SF Firefighters Toy Program. Collection barrels will be available on Union Street throughout the holiday.
- **Open House/Evening Hours** – Merchants will stay open until 9:00 PM Fridays and Saturdays in November and December.
- **Metro Mural** - Local artists will create a mural on the Metro building located at 2055 Union Street. Painting will take place between November 20 and 25. Everyone is invited to watch the mural take shape and enjoy the finished product throughout the holidays.
- **Holiday dollars** - Santa and his elves distribute "Holiday Dollars" to spend in participating stores on Union Street, for great holiday deals.
- **Gift Wrapping** - Participating Union Street merchants will provide free gift wrapping throughout the season.
- **Validated Parking** - Participating merchants will offer validated parking. Parking facilities are located at 2001 Union Plaza Garage, 1910 Union Street Garage (Wells Fargo) and the Lombard Street Garage (enter on Moulton Alley at Webster). Subject to availability.

For more information, please visit: www.UnionStreetSF.com or www.SRESproductions.com or call: 800-310-6563.

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