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FOR IMMEDIATE RELEASE

West Town Invites You to Shop the Neighborhood at Winterfest

West Town's Signature Holiday Shopping Event Returns on December 8

CHICAGO (November 27, 2018) – West Town's signature holiday shopping event, Winterfest, returns on Saturday, December 8 from 12 to 6 p.m. Patrons are invited to "Shop the Blocks" of West Town as local stores show off their spirit this holiday shopping season. West Town's range of participating retailers will feature one-of-a-kind items, special promotions, trunk sales, and other holiday wares during the event.

As attendees shop, they can also collect Winterfest gift certificates. For every \$40 spent at a participating retailer, guests earn \$20 in gift certificates to be used to ring in the 2019 new year. Gift certificates are eligible to be redeemed at various West Town retailers from January 1 – February 28, 2019. Limit one per store; five per person.

For those who'd rather roll than stroll, hop on the West Town Winterfest guided Jolly Trolley tour and enjoy the shopping experience without the walking. Pick-up will take place at the event's headquarters, Frontier (1072 N. Milwaukee). The three-hour tour will cover each of the shopping blocks and includes a "checked shopping bag" service so guests don't have to worry about their gifts while they shop. Additionally, those who purchase a \$10 Jolly Trolley ticket will earn a \$20 gift certificate! Tickets can be purchased [here](#).

Whether you choose to walk through West Town or jump on the Jolly Trolley, patrons can pick up a West Town Winterfest Holiday Shopping Guide at any of the participating locations so they can shop with ease. Patrons are encouraged to use their Winterfest maps to shop local for the holidays all season long.

For more information, call 312-850-9390 or visit www.westtownchicago.com. For the latest updates on neighborhood happenings and events, follow West Town on Facebook at facebook.com/westtownchicago or Instagram at Instagram.com/westtownchicago.

Please contact Kalli LeVasseur at kalli@zapwater.com for high-resolution event photos.

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