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For Immediate Release:
From: Celebrate The Valley, Inc.
Re: 2nd Annual Walk of The Santa's
Contact: Michael Allen



Celebrate the Valley, Inc., in the Mount Snow Valley of VT, announces the Second Annual Walk of the Santa's Weekend, December 7 – 9. This event has been chosen by the Vermont State Chamber of Commerce as a Top Ten Winter Event for the 07-08 season.

In this event, residents of the Deerfield Valley are looking for people to help them attempt to break the Guinness Book of World Records for the most Santa's in one place. The "walk" will take place at the Sundance Lodge at the base of Mount Snow Ski Resort Saturday December 8th at 10am. The weekend will be full of fun, family activities as well as discounts through the valley at shops, restaurants and lodging properties. Fully dressed Santa's will receive \$25 off skiing at Mount Snow both Saturday and Sunday.

Saturday activities include an Inn to Inn Cookie Tour, a scavenger hunt through local businesses in an attempt to win prizes, the Claus Cup with challenges that are both physical and mental, a Craft Show featuring 24+ artisans at the Sundance Lodge, the Village Stroll in Wilmington to view the lighting of the Valley Lights, Santa's arrival at Memorial Hall in Wilmington, a Sexiest Mrs. Santa and the Best Mr. and Mrs. Santa at the Snowbarn and a show featuring Mel Simons, a Boston celebrity, at the Dover Town Hall.

On Sunday, December 9, 2007, prizes will be awarded at a ceremony at Sundance Lodge for best Santa and Mrs. Claus, the winner of the Scavenger Hunt, the Claus Cup Challenge and door prizes for attendees and participants. This, in addition to, the ongoing Craft Show sponsored by Mount Snow will be followed by outdoor activities within the Deerfield Valley.

Participants will sign up on Friday evening and are presented with Santa Identity cards, which allow them to register as an official participant, as well as qualify them for discounts at local shops, restaurants and lodging properties. Our major sponsors this year are Mount Snow Resort, Buzzy's Taxi Service, New England Vacation Tours, Inc and Celestial Media. A portion of our proceeds will go to the Holiday Giving Tree, a local charity dedicated to providing a healthy and happy holiday for families in need in the Deerfield Valley. For more information or to sign up today at go to www.celebratethevalley.com.