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CHRISTMAS TOWN U.S.A. TRIMS ITS ANNUAL TRADITION IN 2020

Pharr and Town of McAdenville announce pandemic precautions for holiday season

MCADENVILLE, N.C. (9/9/20) – As McAdenville, N.C., makes its annual transformation into Christmas Town U.S.A. this December, it introduces various pandemic precautions to ensure a safe and responsible seasonal celebration.

Pharr and the Town of McAdenville recently announced the trimming of tidings and events for the 65th year of the Christmas Town U.S.A. tradition, hosted from Dec. 1-26. Maintaining alignment with CDC guidelines for COVID-19, Christmas Town U.S.A. will employ increased safety measures and social distancing while dimming some popular attractions.

"With Christmas Town U.S.A. preparations beginning, we want to share with our thousands of yearly visitors that this tradition will continue in 2020, but in a compliant manner," said Pharr Executive Vice President for Human Resources Christy Gliddon. "We want folks to feel safe in McAdenville as they enjoy this spirited tradition."

Annually, Christmas Town U.S.A. welcomes a half-million visitors to the streets of McAdenville in December. The festivities have grown considerably since its humble start in 1956 when the McAdenville Men's Club first decorated trees around the Community Center. In 2019, hundreds of thousands of brightly illuminated red, white and green lights twinkled over the town's streets and it was named among the 10 Best Public Holiday Lights Displays in the Nation by *USA Today*. Visitors can expect a town that still shines bright with holiday cheer. However, Pharr and Town leadership plan to limit the lighting along the route of Main Street and Wesleyan and will not hold the social activities typically hosted throughout the month. Some of the coronavirus-related changes include:

- Revised lighting schedule to 5:30-10 p.m. nightly
- No lights at Christmas Town Lake
- Christmas Town 5K as a virtual race
- No Tree Lighting Ceremony
- No Yule Log Parade

Additional details are forthcoming and will be available at ChristmasTownUSA.org. Added Gliddon, "One thing that remains constant is the reason for the lights. We look forward to welcoming festive families to McAdenville for a joyful and healthy Christmas Town U.S.A."

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About Christmas Town U.S.A.

The festive tradition of Christmas Town U.S.A. started in 1956 as a partnership among Pharr, the Town of McAdenville and the area's residents. This six-decade partnership is a yearly gift to the community, ushering in a sense of renewal and hope – a grateful gift for the wonder of Christmas. McAdenville welcomes more than 500,000 visitors every December to this quaint, vibrant town to enjoy this holiday attraction. The celebration has grown into a winter wonderland featuring hundreds of lit trees, thousands of twinkling lights and an abundance of seasonal joy. Learn more at ChristmasTownUSA.org.

100 Main Street, McAdenville, NC 28101

ChristmasTownUSA.org