



## FOR IMMEDIATE RELEASE

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### **CHRISTMAS TOWN U.S.A. DETAILS ITS 2020 CELEBRATION CHANGES**

*Pharr and Town of McAdenville share specifics on December's trimmed tradition*

**MCADENVILLE, N.C. (11/10/20)** – For the 65th year, Christmas Town U.S.A. will twinkle brightly in North Carolina, despite a few trimmed traditions during its annual celebration.

In September, Pharr and the Town of McAdenville announced several pandemic precautions to maintain adherence with CDC COVID-19 guidelines. The lights in McAdenville, N.C., will continue to dazzle and delight from Dec. 1-26 under a revised lighting schedule of 5:30-10 p.m. each night. Thousands of illuminated red, white and green light displays will dance along the town's streets, welcoming visitors from near and far. Traditionally, the annual count of visitors to McAdenville in December exceeds a half-million people.

This year, however, the sparkling celebration enacts increased safety measures and social distancing for its 2020 event. The tree lighting ceremony and yule log parade are canceled and the lights surrounding Christmas Town Lake will not be lit. The Christmas Town 5K will be hosted virtually. Visitors will be able to drive or walk along a shortened designated route and peruse the town's local shops, restaurants, glow and charm.

Said Pharr Executive Vice President for Human Resources Christy Gliddon, "Christmas Town U.S.A. is one of the most spirited holiday traditions in the southeastern United States. We want families to feel safe as they continue making memories here this December."

Additional changes to the 2020 Christmas Town U.S.A. event include:

- Altered and extended hours among local businesses.
- Limited parking, which is available off Poplar and Elm streets with the best availability at 5 p.m.
- No congregating along the event route or walking on residential property.
- The closure of Church and Academy streets to all vehicles.
- No Christmas Town traffic entering the area from Hickory Grove Road. Drivers are asked to follow N.C. Department of Transportation signage toward McAdenville and the designated route.
- As in years past, parking is not permitted on Hickory Grove Road or Riverside Drive.

Event officials recommend that guests to Christmas Town plan their visits early in the month and during a week night when traffic is lighter. They also ask individuals to wear a mask, social distance and keep their party moving throughout the lights so others can safely enjoy as well.

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."

Christmas Town U.S.A. and its annual presentation are a collaborative effort between Pharr and the Town of McAdenville. Overnight accommodations are locally available in nearby Belmont, N.C., at the Hampton Inn Charlotte-Belmont at Montcross. Visit [ChristmasTownUSA.org](http://ChristmasTownUSA.org) and its official Facebook page for additional information, including timely updates and merchant details.

100 Main Street, McAdenville, NC 28101

[ChristmasTownUSA.org](http://ChristmasTownUSA.org)



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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](http://ChristmasTownUSA.org).