



## City of Ketchum

News Release  
November 18, 2016

### **Buy Local After Holiday Lighting Ceremony on Dec. 7**

*Many Stores Will Stay Open Until 8*

KETCHUM, Idaho — Many Ketchum stores will be open until 8 p.m. after the Mayor's Holiday Lighting Celebration on Wednesday, Dec. 7, as part of this year's Buy Local campaign.

The holiday lighting celebration will begin at 4:30 p.m. in Town Square with Mayor Nina Jonas throwing the switch on the lights at the square.

Santa will arrive at 5 p.m. to hear holiday wishes from the children. They can enjoy free hot chocolate and cookies. Sawtooth Brewery will be serving beer and wine, and Warfield's hot toddies will be available to keep the older crowd warm. The Colla Voce women's ensemble will sing carols.

People are encouraged to stay downtown for dinner and shopping. Stores will stay open until 7 or 8 p.m.

So far, the retailers are the Board Bin, Country Cousin, Elephant's Perch, Elle Rose, Huck & Paddle, Iconoclast Books & Cafe, lululemon, Ozzies Shoes, PK's Ski and Sports, Shangri-La Antiques Gallery, Starbucks and The WooWoo Shoppe. Other retailers interested in participating in the Buy Local Campaign should email [participate@ketchumidaho.org](mailto:participate@ketchumidaho.org).

Participating retailers will be listed in the next city e-newsletter.

"Our local merchants and restaurants are the key to making Ketchum the charming community that it is today," Mayor Nina Jonas said. "We encourage people to buy locally all year round as well as during the holiday season. Our special mix of downtown businesses is one reason the American Planning Association recently selected our Main Street as one of the 'Great Places' in America."

The city of Ketchum will provide window placards and gift cards saying "Bought Locally" to merchants for the third year in a row.

This year's Buy Local campaign will officially start on the Saturday after Thanksgiving in conjunction with the national observance of Small Business Saturday.

A good source for holiday shopping ideas, Jonas said, is the list of Ketchum businesses at [ketchumidaho.org/directory](http://ketchumidaho.org/directory). Visit Sun Valley gift certificates can be used at all establishments belonging to the organization.

Discount coupons and gift cards for local businesses also will be available in the registration bags for the Thanksgiving Day Turkey Trot, the 5k run/walk/stroll sponsored by the Wood River Valley Chamber of Commerce.

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## **About the City of Ketchum**

The city of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. The city of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit [ketchumidaho.org](http://ketchumidaho.org).

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