



NEWS RELEASE

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October 30, 2019

Holiday window competition encourages shoppers to stay ‘Home for the Holidays’

The Town of Vienna’s Town Business Liaison Committee (TBLC) invites local businesses to outdo one another in a friendly holiday window display competition that brings holiday cheer to the community and encourages residents to remain “Home for the Holidays” when it comes to shopping.

The TBLC is hosting this third annual competition to draw attention to local businesses, foster a festive atmosphere that attracts visitors, and encourage residents to discover local gems as they tackle their holiday shopping in person – and in Vienna.

The theme for this year’s window decorating competition is “Home for the Holidays.” All window displays must be up and ready by Friday, November 29. Displays will be judged by a TBLC panel the weekend of November 30 and December 1, with winners being announced at the Church Street Holiday Stroll Monday, December 2. Window displays will be rated based on criteria from the Town’s brand, which describes the Vienna community as nurturing, exuberant, and unexpected.

Businesses that wish to participate in the competition must register at 2019-vienna-holiday-windows.eventbrite.com by Friday, November 22.

Photos of finalists’ window displays will be posted on Town of Vienna social media accounts and featured in Town newsletters. In addition, Mayor Laurie DiRocco will offer one hour of her time as a guest employee to assist the overall winning business during the holiday rush.

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