

A unique feature of small communities is the celebrating of Holiday traditions we all look forward to with anticipation. Each event draws each of us closer to the big day...Christmas. Children have count down calendars hung on their refrigerators they have made in school and advertisers remind us daily of how many shopping days are left before the big day. The children are forever revising their Christmas list for Santa. Family Christmas dinners are planned, as well as trips to grandma's and grandpa's with the children deciding which toy to take, because you could only take one! The holiday season has begun.

Downtown Alexander City has many Holiday traditions that are looked forward to yearly. One such event is the Chamber's Holiday Open House. Started over forty years ago this Sunday afternoon event featured the florists shops show casing holiday decorations, arrangements and gifts. Many gift stores, specialty shops, framing shops, art galleries, and antique stores have joined the florists for this Holiday Open House set for Sunday, November 16th, from 1:00 till 5:00 p.m. in downtown Alexander City.

Another downtown tradition is the arrival of Santa Claus. For over sixty years children have flocked to downtown the day after Thanksgiving to give Santa their lists, have their picture taken with the jolly old guy, and even share their deepest wishes with St Nicholas. Lines have stretched the entire length of Broad Street with the children, their parents and so often the grandparents. Pictures are snapped of children with eyes wide open with excitement and smiles because this is the guy that can make it happen. Come join the children the afternoon of Friday, November 28th, from 2:00 until 7:00 and visit with Santa Claus. Santa's visit is sponsored by MainStreet Alexander City.

After a long Thanksgiving Day take the family out for an evening drive to see the Christmas Decorations. Downtown Alexander City is absolutely beautiful with all the lights. The Christmas Tree is located on the lawn of the Bud Porch Center. The Robinson Iron Fountains are beautifully decorated by the Alexander City Garden Club. Reindeer are everywhere to the delight of the children. And our ornamental light posts are wrapped with garland, lights, and ribbons. City Hall, the Bud Porch Center and the Judicial Building are decorated with wreaths, lights, and ribbons. A very special thanks to the Alexander City Light Department for the outstanding job they do.

Another special tradition that was brought back by the Chamber was the Annual Christmas Parade. A huge event of the forties, fifties, and sixties faded for a few years. But with the dedication of some chamber leaders it has again become a tradition in Downtown Alexander City. Make you plans to view this years parade on Monday, December 1st, at 6:00 p.m. This years theme is "A Storybook Christmas." The parade route will be Cherokee Road, Church Street, through the roundabout, and down Tallapoosa Street.

Make Downtown Alexander City a part of your holiday tradition. Come and visit our fine shops where you will find unique and special one of a kind gifts. Our business owners are here to provide you the special service and attention you deserve. They are ready to assist and serve you in every way. Remember to shop at home supporting the businesses that

support our community and let's keep our tax dollars working for Alexander City, our home.

We invite to come and be part of celebrating the traditions of Downtown Alexander City...where life is as it should be.