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For Immediate Release

THE HIGHTSTOWN HOLIDAY CHEER CHALICE AWARD PRESENTAION CELEBRATION

Downtown Hightstown to present trophy to winner of the 1st Annual Holiday Storefront and Window Decorating Contest

Hightstown, NJ (November 9, 2008) – Come celebrate the presentation of the “Hightstown Holiday Cheer Chalice” on Thursday, December 18th @ 7:00pm to the winner if the 1st Annual Holiday Storefront and Window Decorating Contest.

Bring the kids, bring the family, and bring a camera to the “the fountain at the point” in the center of Hightstown’s downtown business district, where the beautifully decorated downtown light poles and businesses can be seen.

Meet friends and neighbors and get in the holiday spirit with music, caroling, hot apple cider, hot cocoa, coffee and treats. There will also be a very special visit from Santa Claus who will be available for “Photos with Santa.”

As of December 9th, over 1200 votes have been cast online at www.DowntownHightstown.org. If you haven’t voted yet, there is still time. Voting closes on December 17th.

The business having the most online votes will receive:

- Gift certificate for business improvements
- Certificate of recognition
- Press release to all local papers
- 1 month promotion on www.DowntownHightstown.org
- 1 year possession of the coveted “Hightstown Holiday Cheer Chalice!”

Be a part of a new Hightstown tradition in the making!

Downtown Hightstown is a project of the Greater Hightstown East Windsor Improvement Project (GHEWIP). The mission of Downtown Hightstown is to preserve and enhance the unique and historic assets of Hightstown’s downtown area, while raising the value of its properties and businesses. To achieve this, we aim to improve its visual appeal, and desirability as a pedestrian-friendly destination for shopping, living, working, and playing.

To learn more about Downtown Hightstown, visit: <https://www.DowntownHightstown.org/>