



FOR IMMEDIATE RELEASE

Contact: Kelsie King-Duff, Executive Director

Boyne City Main Street

(231) 582.9009

mainstreet@boynecity.com

Earlier than the Bird still on in Downtown Boyne City; Santa Parade Canceled

Boyne City Main Street will be kicking off the 2020 holiday season this Saturday, November 21 with Earlier than the Bird. Due to new COVID-19 restrictions, and for the health and safety of our community, the Santa Parade, which was scheduled for Friday, November 27 has been canceled.

The 13th Annual Earlier than the Bird shopping event is planned for Saturday, November 21 ALL DAY LONG. Find something for everyone at your list, and support Boyne City's locally owned businesses.

By holding the event the Saturday before Thanksgiving, Boyne City merchants are inviting customers to get an "early bird" preview of all the great holiday shopping available. Shoppers wearing their pajamas receive special deals at many of the stores. Sweats and workout clothes are not considered pajamas. Snap a picture of your receipt and email it to bcmainstreet@gmail.com to be entered into the drawing to win an Earlier than the Bird coffee mug. For a full list of participating businesses, and specials being offered, visit: <https://boynecitymainstreet.com/wp-content/uploads/2020/11/2020-Earlier-than-the-Bird-Specials.pdf>

Boyne City Main Street is pleased to partner with the Boyne Area Chamber of Commerce on this event.

Due to the cancelation of the parade, residents and businesses are being encouraged to decorate their homes and storefronts for the holidays!

It's the most wonderful time of the year!

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