

**Suggested dates: 11/21-27**

## **Theme: Locally-Sourced Thanksgiving**

Ready for an all-[your area] Thanksgiving table? We sure are! Thanksgiving - and Christmas - are almost here, and there is truly nothing like a locally-sourced holiday table to share with family and friends. This November you should head out to [local winery/brewery/Farmers Market/specialty shop/orchard/bakery] and pick up some local specialties to wow visitors. So tell us, what is your favorite holiday table item to pick up in [your area]?

### **Photo Ideas:**

- Beautiful holiday table (see corresponding folder)
- Your local merchants and/or their shops
- Local food

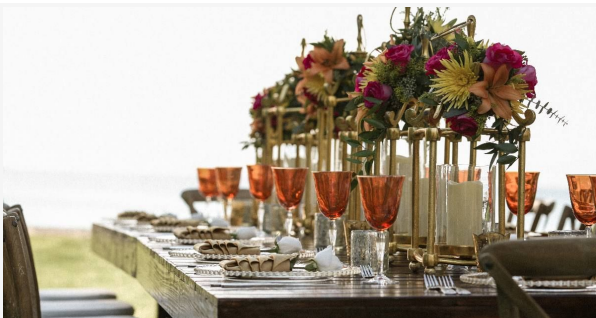
Photo by Debby Hudson on Unsplash



Photo by Element5 Digital on Unsplash



Photo by Marc Babin on Unsplash



**Suggested dates: 11/26, 28 or morning of 11/29**

## **Theme: Small Business Saturday**

While we know Black Friday shopping is a tradition for many families, here in [your area] we are a bit more partial to Small Business Saturday, and hope you will make it a part of your annual tradition as well. [Tomorrow/today] you can find all sorts of local merchants sharing their wares - we've got [jewelry/paper goods/clothes at shop name - give a couple examples], and plenty of small locally-owned places to stop in for a bite to eat before, during or after your spree. See you out there!

**Idea:** Create a one-page downloadable itinerary that includes 3-4 of your best shops, a restaurant and a local hotel if they shop 'til they drop!

### **Photo Ideas:**

- Open sign
- Your local merchants and/or their shops/shopping bags
- Your main downtown shopping street

Photo by Hannah Morgan on Unsplash



Photo by Becca McHaffie on Unsplash



Photo by Jacek Dylag on Unsplash



Photo by Mike Petrucci on Unsplash



## Suggested dates: Week of 12/2

### Theme: Art & Architecture Month (December)

The month of December tends to get a little overshadowed (*we're looking at you, Hanukkah and Christmas*)... so let's celebrate something a little different as we roll into the beginning of the month. December is actually National Art & Architecture Month - did you know that? We didn't! But that doesn't mean we can't still throw some appreciation out there for our local sights. Have you ever noticed the [point out a striking piece of artwork or architecture in your town - perhaps an original main street or mural]? They were done by [give some historic background to what you point out]. Do you have a favorite piece of art or architecture in [your area]?

#### Photo Ideas:

- The art or building you reference above
- Local artist
- Historic photo of area before/right after building/art installed

Photo by Avery Lewis on Unsplash



Photo by Anna Holowetzki on Unsplash



Photo by Austin Neill on Unsplash

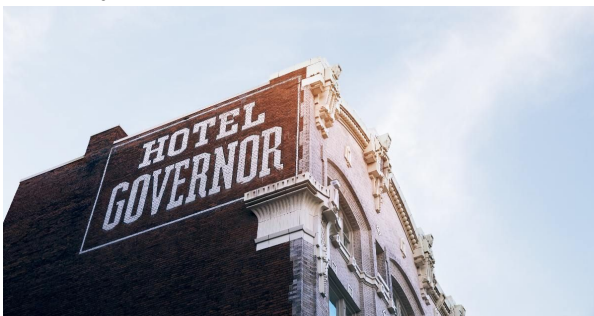


Photo by Hardik Pandya on Unsplash



**Suggested date: 12/20**

**Theme: First Day of Winter**

Woohoo - winter officially kicks off tomorrow! How are you going to celebrate? We'll be heading to [local snowsport or cold winter activity] to get the season kicked off right. And afterwards, who knows, maybe a warm mug of hot cocoa from [local diner/cafe] is in order... or perhaps a glass of red wine from [local wine bar/winery/restaurant]? See you out there!

**Idea:** If you're actually a warm-weather destination in the winter be sure to play that up (i.e. First day of winter got you down? Not here in [your area]! We've got 70-degree temps forecasted for the next month... who's in?)

**Photo Ideas:**

- Your local ski mountain (or other cold-weather sport facility)
- Snow in your area
- Hot springs (Very popular right now!)

Photo by freestocks.org on Unsplash

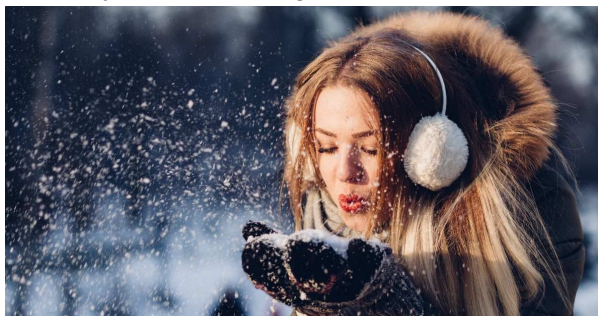


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