

**FOR IMMEDIATE RELEASE**

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**CITY OF SHARON HOLDS SECOND ANNUAL SHARON BUSINESS HOLIDAY DISPLAY CONTEST. EVENT RUNS THROUGH SATURDAY, DEC. 23**

**VISITORS CAN VOTE ONLINE OR PICK UP PAPER BALLOTS AT PARTICIPATING BUSINESSES; ONE VOTE PER EMAIL ADDRESS**

**CLOSE TO 50 SHARON BUSINESSES PARTICIPATING IN HOLIDAY EVENT**

SHARON, PA – The City of Sharon is excited to announce the 2<sup>nd</sup> annual Sharon City Business Holiday Display Contest which kicked off Monday, Dec. 11 and will run through Saturday, Dec. 23. This year, the contest includes participation from close to 50 Sharon businesses, providing a fun way for the Sharon business community to celebrate the holidays together and encourage shopping in the city.

“We just want to keep the momentum going after Small Business Saturday,” said Courtney Cilli, Downtown Events Coordinator for the City of Sharon, adding that there are currently 47 businesses participating.

“The holiday spirit shown by our business community is so inspiring, and this provides a fun way to showcase that spirit,” said Sherris Moreira, Director of Downtown Development, about the city’s annual holiday promotion. “Holiday displays may be outside, in storefront windows, or inside the shop, restaurant or place of business which we point out in each entry description.”

Participating businesses are featured on the City of Sharon’s Facebook page, as well as a poster on the front of their storefront. Votes are tallied via a QR Code posted on the City’s social media and via a poster. Paper ballots will be available Friday in most locations. One ballot per email address (both paper and online.) After counting both online votes and paper ballots the winning businesses will be announced Saturday, Dec. 24, just in time for Christmas.

Voters have 5 options which include 1. Favorite Entry 2. Holiday Display that Best Represents its Own Business 3. Holiday Display that Reminds you of a Christmas Movie 4. The Holiday Display that would be Santa’s Favorite & 5. Holiday Display that would be considered a Shopper’s Delight.

The Voters Favorite business will receive a \$100 gift card to the Sharon business of choice and will have a \$100 gift card purchased from them to be given out toward a #selfcareinsharon promotion running in January. The other 4 category winners will receive a \$25 gift card to the Sharon business of their choice and a \$25 gift card will be purchased from them to also be included in the January promotion or part of the #lovelocal Valentine’s Artisan Marketplace in February.

Participants include: Just About Hair, The Buhl Club, FIREBEAN Espresso cafe; Unwind Day Spa, Donna’s Diner; Daffin’s Candies; Thee Hemp CO; Giovanni’s restaurant; Kerr’s Insurance, Banjak Heating & Cooling; Petals & Stems Florist; Community Food Warehouse of Mercer County; Central Heating &

Cooling; Hive Hair Salon; Kloos Service Station; The Block by Nova Destination; Helping Hands Pediatrics; Elephant #8 Thai restaurant; Gifted by Applegate; Croakers Brewing Company; Sugar Magnolia Merchandise; Twisted Scissors Hair Salon; Gold Mind Jewelers; The Penn-Ohio Cigar Company; Penn State Shenango; Cycle Life Studio; Thyme in Your Kitchen; Susie's Home Decor & More; Sharon Hot Dog Shop; Custom Tees; ICG-Hobbies and Games; Sample-O'Donnell Funeral Home; Sharon Historical Society; The Corinthian Banquet Center; Buhl Mansion & Guesthouse; Ponzurick's Auto Repair; Beth's New Beginnings; Covenant Presbyterian Church; CCC of MC Drop-in Center; The Corinthian Banquet Center; The Thrift Room; Quaker Steak & Lube; Mergl Law; PA CareerLink of Mercer County; Gilbert's Risk Solutions; Laddie's Sky Club; and the Wandering Soul: Books, Gifts & Furniture. They also include a wide variety of décor.

“Our Saint Nicol Bolas tree represents our appreciation for all of our creative patrons that travel to Sharon to check out our store,” said Tom Vaughn, owner of ICG-Hobbies & Games, who has participated both in 2022 and this year, adding that their tree is ‘adorned with class Magic the Gathering art – a symbol of what brings us together at ICG.”

Community Food Warehouse, who tied for 3<sup>rd</sup> in the recent Sharon Business Scarecrow Decorating Contest, explained why they value this different kind of business collaboration. “We love the opportunity to not only partner with our city, but to truly showcase how amazing and unique each and every one of our local businesses is,” said Community Food Warehouse of Mercer County Volunteer Coordinator Alexis Locke. “As the food bank, we have partnered with many of the local businesses but never in this way. Having contests like these not only brings us all together but shines a positive light on the city we all know and love.”

“We want our business community to feel supported and doing events like these is one way to make that happen,” said Bob Fiscus, City Manager of Sharon. Moreira agreed. “Our hope is that the contest voters enjoy holiday window shopping too. And if some of the voters enter Sharon shops and enjoy regular shopping or grab lunch or dinner, all the better!”

*Voters can vote online here: <https://forms.gle/Wmcpq8BeV4AkhTSB9> or pick up a paper ballot at participating businesses by Friday, Dec. 15.*

*For additional details, contact Downtown Development Director Sherris Moreira at [sherris@cityofsharon.net](mailto:sherris@cityofsharon.net) or 724.381.4782 or Downtown Events Coordinator Courtney Cilli at [courtney@cityofsharon.net](mailto:courtney@cityofsharon.net) or 724.456.9634*

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