



*the Marketplace at*  
**CALLINGWOOD**

**NEWS RELEASE**

For Immediate Release  
December 1, 2008

**Santa Claus will join patrons on complimentary hay rides  
at The Marketplace at Callingwood!**

- Every Saturday before Christmas -

**Edmonton, AB** - The Marketplace at Callingwood is celebrating the season with an annual holiday tradition – free horse drawn hay rides around the shopping centre parking lot! Plus, a very special guest, Santa Claus, will be joining patrons on the ride spreading holiday cheer and getting everyone in the spirit!

The rides take place every Saturday leading up to Christmas; December 6 from 2-5 p.m. and December 13 and 20 from 1-4 p.m. Participants will receive a coupon for a complimentary hot chocolate from Dairy Queen and a candy cane.

In addition, the general public is invited to enter-to-win a family getaway for four to ski the slopes in Jasper, Alberta. The trip includes four lift tickets to Marmot Basin, one night accommodation and transportation to and from Jasper. Full contest details are available online at [www.callingwoodmarketplace.com](http://www.callingwoodmarketplace.com).

“The Marketplace at Callingwood truly enjoys bringing this annual holiday tradition to the community,” explains Jody Hrabiwchuk, Marketing Director, “and we are excited to offer a free activity that encourages families and loved ones to spend quality time together.”

The Marketplace at Callingwood is located on the corner of 69 Avenue and 178 Street. It has over 75 stores and services and is home to Edmonton’s fastest growing farmers’ market, The Callingwood Farmers’ Market, which runs seasonally from May to October.

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**Contact Information:**

Jody Hrabiwchuk  
Marketing Director  
The Marketplace at Callingwood  
Ph: (780) 465-7979

**[www.callingwoodmarketplace.com](http://www.callingwoodmarketplace.com)**