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## We work hard for you.

There is plenty happening in Downtown Metuchen right now. Please take advantage of a few upcoming meetings or find other ways to get involved in exciting projects and activities happening throughout the downtown!

## News Around Town

### **Get Ready for Nifty Gifty Saturday - Tomorrow - Dec 22**

We have one last push planned for holiday shopping this Saturday, December 22.

Here are three things your business can do to take advantage of it.

1. Like and share the **Facebook event page**. Invite your customers to take advantage of it.
2. Familiarize yourself and your employees with the **Nifty Gifty Guide** and deals happening at businesses throughout town.
3. Plan special promotions throughout the day and share them on Facebook, Instagram, and Twitter using the hashtag #NiftyGiftySaturday.

More details about the promotion are here...

Everything sparkles in Downtown Metuchen during the holiday season. We have over 130 shops and restaurants, many of which will be offering special deals to finish your holiday shopping during Nifty Gifty Saturday on December 22 from 10am to 10pm.

A Nifty Gifty Guide has been created to help you find the perfect gift at one of our downtown businesses. This is available to view online at [downtownmetuchen.org](http://downtownmetuchen.org) and on our Facebook and Instagram pages (search for "Metuchen Downtown Alliance"). This project was a joint effort of Alliance volunteers and students from Metuchen High School.

No need to worry about where to park. We're offering free parking on the street and in parking lots, and three hours of free parking in the Pearl Street Deck at 1 Pearl St. We're also on the Northeast Corridor Line with NJ Transit so you can easily jump on a train and visit us.

There will be plenty of holiday merriment to go around. Santa Claus, the Grinch, and Buddy the Elf will be making appearances throughout the day. With that group we know some shenanigans is sure to ensue.

Once you're done with your shopping why not dine in one of our more than 30 downtown restaurants? As a special thank you for supporting our downtown businesses, when you show your receipt from your shopping purchases, participating restaurants will be offering 10% off your meal.

## MDA News and Events

### **MDA Annual Meeting - Save the Date!**

We have another great Annual Meeting planned for you. It will be on Thursday, January 24, 2019 at 7:30pm. Location will be What's the Scoop?, 410 Main St. Please RSVP **using this form** before Friday, January 18, 2019.

### **New Years Eve**

Come Downtown **for the coolest party** and enjoy all the festivities as we ring in 2019. Iceless skating on a synthetic surface like ice. Skates are provided. Rink size 20' x 40'. We'll also have a mechanical snowboard and custom caravan photo booth from Little Detour. Join our friends from the Metuchen Fire Department & Department of Public Works for a very special ball drop at 7pm EST (12am GMT). Stop by the plaza just before midnight for a very special New Year's Eve countdown with confetti cannons as we ring in 2019 together. Businesses throughout Downtown will have specials and offers from 9pm to the midnight countdown.

See What's Happening Downtown

