



## FOR IMMEDIATE RELEASE

**Event Date: Saturday November 25<sup>th</sup> from 11am to 7pm**

Metuchen, NJ Celebrates Small Business Saturday with a Special Twist: "Shop, Sip, and Stroll"

Metuchen, NJ – November 13, 2023 – Metuchen, New Jersey, is excited to announce its participation in Small Business Saturday (Saturday November 25<sup>th</sup>), and this year, the charming town is taking it to the next level with a unique event called "Shop, Sip, and Stroll." The celebration will showcase Metuchen's vibrant small business community and the town's recent recognition as a 2023 Great American Main Street Award winner.

Metuchen, NJ was honored with the prestigious 2023 Great American Main Street Award, recognizing its outstanding commitment to preserving and revitalizing its historic downtown. This award is a testament to the hard work and dedication of the local community and small businesses in making Metuchen a thriving and welcoming destination.

To commemorate this achievement and celebrate Small Business Saturday, Metuchen is hosting "Shop, Sip, and Stroll" on November 25, 2023, from 11:00 AM to 7:00 PM. This event is the perfect opportunity for residents and visitors to discover unique gifts and support local small businesses while enjoying a festive and friendly atmosphere. The Downtown will continue festivities throughout the season with events including a Winter Market, Downtown Caroling, Gingerbread House Contest and more (visit [www.downtownmetuchen.org](http://www.downtownmetuchen.org) for full list of events for the season).

Key Highlights of "Shop, Sip, and Stroll" in Metuchen, NJ:

1. Beer Garden: A special feature of this year's event is the addition of a delightful beer and hot cider garden, providing a cozy and welcoming space for visitors to relax and enjoy local craft beers and warm beverages.
2. Santa and Mrs. Claus: Santa and Mrs. Claus will make a special appearance early in the day, spreading holiday cheer and enchanting the hearts of both children and adults alike. Families are invited to meet them and capture memorable moments with photo opportunities.
3. Photo Station: A designated photo station will be available, allowing guests to take pictures and create lasting memories of their visit to Metuchen's Small Business Saturday celebration.

Local small businesses will come together to offer a wide array of unique products, from handcrafted and designer gifts to artisanal foods, making it easy to find the perfect presents for the upcoming holiday season. By shopping locally, visitors can directly support Metuchen's small business community and experience the warm and personalized service that these shops are known for. Visit our 2023 Gift Guide: <https://www.downtownmetuchen.org/2023-holiday-gift-guide/>

"Shop, Sip, and Stroll" is a fantastic way for everyone to come together, celebrate the holiday season, and continue the tradition of supporting small businesses in Metuchen, NJ. The town's recent recognition as a 2023 Great American Main Street Award winner only adds to the excitement and reinforces its status as a welcoming and thriving community.

"I'm proud to see Small Business Saturday gaining momentum year after year. Our local small businesses are the lifeblood of our community, and they bring a unique charm and character to our downtown. As we celebrate this day, let's remember that when we support our small businesses, we're not just buying products; we're investing in the heart and soul of our town." – Dawn Mackey, Downtown Executive Director.

"We are thrilled to be recognized with the 2023 Great American Main Street Award, and we are equally excited to celebrate Small Business Saturday with 'Shop, Sip, and Stroll,'" said Jonathan Busch, Mayor of Metuchen. "This event is a testament to the hard work and resilience of our small business owners, and it's a great opportunity for our community to come together and show their support."

Join us on November 25, 2023, in Metuchen, NJ, and experience the magic of "Shop, Sip, and Stroll" while celebrating Small Business Saturday and the town's Great American Main Street Award. This event promises to be a memorable and heartwarming experience for all.

For more information, please visit [www.downtownmetuchen.org](http://www.downtownmetuchen.org)

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Metuchen, NJ – A Great American Main Street Award Winner and Your Destination for Small Business Saturday