

Town of Fairfield News

12/1/2020 - Town & Chamber Host Annual Holiday Shop & Stroll on 12.3

TOWN AND CHAMBER TO HOST ANNUAL HOLIDAY “SHOP & STROLL”

First Selectwoman Encourages Residents to “Shop Local” for the Holidays



First Selectwoman Brenda Kupchick announced today that the Town of Fairfield and the Fairfield Chamber of Commerce will co-sponsor the 8th Annual Fairfield Holiday “Shop & Stroll” on Thursday, December 3, 2020.

Participating shops will be open from 10AM to 9PM to accommodate holiday shopping. Enjoy special discounts at participating stores and a chance to win a downtown shopping spree and other great prizes. Check off everyone’s wish lists and find the latest fashion apparel, home décor, jewelry, toys, sporting goods, dinner gift cards, best-selling books and more!

The Town and Fairfield Chamber have worked with participating businesses to modify this year’s event to provide a safe shopping experience for all. All attendees are expected to wear masks, practice social distancing where possible, limit group size, and observe all public health guidelines to minimize the spread of COVID-19.

Attendees can take part in a special raffle to win a \$250 downtown shopping spree and other prizes. To enter, pick up a map/entry form at any participating store, visit and get your ticket punched at four or more participating stores, and deposit your completed entry form in a specially marked receptacle by Sunday, December 6th. No purchase necessary. One entry per household. All winners will be notified via email. Map/entry forms can be picked up beginning Thursday at: Island Outfitters, Vintage Gardens, One 5 Boutique, In the Mood Intimates, BD Provisions, Capri, Apricot Lane, Fairfield U. Bookstore, Penfield Collective, Henry C. Reid & Son Jeweler, Cia Bella, soundRunner, KL & Sam, Jane + Mercer, Olive My Stuff, The Perfect Pair, Snappy Gator and La Moda Fashions.

At the Community Theater, Sacred Heart University will be playing holiday favorites to preview the re-opening of the much beloved, iconic landmark. Passersby may also meet the new theater director and find out more about what’s being planned when the theater opens early next year as well as partake in hot cocoa and fresh baked holiday cookies courtesy of the Old Post Tavern starting at 3PM.

First Selectwoman Kupchick said, “I encourage everyone to come and take part in this festive and fun-filled event in support our local business community, but I remind everyone to follow the public health guidelines.” Fairfield Chamber of Commerce President Beverly Balaz added, “The Chamber of Commerce is happy to be partnering with the Town to present this year’s Stroll as it will give our businesses another opportunity to open their doors to the community and help celebrate the holiday season.”

Fairfield Director of Economic Development Mark Barnhart noted, “This year has been an extremely challenging year for many of us, but especially our local merchants and our restaurants that help make Fairfield what it is. Now, more than ever, it’s important for all of us to support our small businesses, as best we can.”

The Town of Fairfield and Fairfield Chamber of Commerce would like to gratefully acknowledge and thank Mo’s Wine & Spirits, Sturges Ridge of Fairfield, Massage Envy, Vintage Garden and Fairfield Moms for helping sponsor this year’s event.

For additional information on participating stores and merchants, please visit <https://www.experiencefairfieldct.org/shopnstroll>

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