

Celebrate the Holidays with Eureka Main Street!

Eureka Main Street invites you to experience the magic of the season with festive holiday events for all ages!

Downtown & Old Town Holiday Open House – Friday, November 22 (5–8 PM)

Kick off the season with twinkling lights, live music, kids' crafts, face painting, and exclusive shopping deals throughout Downtown and Old Town! Don't miss the Former Eureka Mayors lighting of the new holiday display at the Gazebo.

Holiday Shopping Spree Drawing Friday, November 22 – Wednesday, December 18

Spend \$10 at participating local businesses for a chance to win a Holiday Shopping Spree—just in time for the season!

Santa's Arrival in Old Town – Friday, November 29 (2-4 PM)

Bring the family to welcome Santa as he arrives in Old Town on a Humboldt Bay Fire truck! Snap a photo with Santa and enjoy kids' activities, and make unforgettable holiday memories.

Small Business Saturday – Saturday, November 30 (All day)

Support local businesses while finding unique gifts and deals in Downtown and Old Town Eureka. Every purchase helps strengthen our community and supports small businesses that make Eureka special!

Snowball Drop – Saturday, November 30 (11 AM)

Don't miss the excitement of our Snowball Drop at the Gazebo! Catch a "snowball" to win discounts, prizes, and treats from local businesses. Fun for the whole family!

Merry & Bright: Holiday Window Discovery Hunt – Saturday, December 7 – Wednesday, December 10 (10 AM – 5 PM)

Grab an entry form at the Eureka Welcome Center and hunt for "Merry & Bright" themed window displays around Downtown and Old Town. Find each one, cast your vote for the best design, and return your form to the Eureka Welcome Center for a prize!

Visit www.eurekamainstreet.org for all event details.

Shop local, spread cheer, and make memories with us. Happy Holidays from Eureka Main Street!