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LIGHT UP DOWNTOWN INTO SMALL BUSINESS SATURDAY

WILLISTON, N.D. – Christmas Lights will twinkle brightly along Main Street throughout the holiday season this year. Thanks to six very generous donations, the Williston Downtowners Association was able to facilitate the purchase of new lighted holiday decorations on the lampposts on Main Street. Downtown businesses work extra hard to decorate their windows and bring the warmth inside with festive décor throughout stores and the WDA is doing its part by spreading the warmth outside. “As soon as we got the news on how many decorations we were able to order the downtowners board immediately knew we would turn them on for the first time during the Parade of Lights on November 24. We are very excited to share the holiday excitement with the community” said WDA Executive Director Louise Skaare.

Williston’s eighth annual Small Business Saturday happened on Saturday, Nov. 25. While the Williston Area Chamber of Commerce Parade of Lights draws the community together with festive floats and social connection on Friday night, the following day, Small Business Saturday kicks off the season of shopping with deals, doorbusters, and holiday cheer.

The WDA and the Chamber remind the community to shop locally on Small Business Saturday and throughout the holiday season. Skaare explained, “While shopping for friends and family we can give a gift to our economy by supporting local small businesses. Shopping local and paying local sales tax has a lasting effect on the community and allows us reap many benefits when more people shop local. We too easily forget how big of a difference we can make by keeping money in our community.”

Sidebar: Christmas Light Donors:

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