



PRESS RELEASE



650 Merchant Street · Vacaville, CA 95688 · CityofVacaville.gov

FOR IMMEDIATE RELEASE

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Participate in Vacaville's 2024 Merriment on Main Tree Lighting Experience

VACAVILLE, Calif. – The City of Vacaville invites community organizations, performers, volunteers and sponsors to take part in the holiday magic at the 2024 Merriment on Main Tree Lighting held in Downtown Vacaville!

The annual festivities are more than an event, it is an experience. Kicking off the holiday season, young and old alike, enjoy the whimsical spirit that is Merriment on Main.

The City seeks members of the community who are interested in showcasing talents or offerings in 2024. Applications to offer goodies and giveaways (everything must be FREE), perform, or volunteer are available in an electronic user-friendly format that allows applicants to save progress and submit at their convenience; while ensuring they meet all City requirements for participation. Visit CityofVacaville.gov/MerrimentOnMain.

Please review the options and requirements for vendors, performers and volunteers to find the best fit for participation. Once information is submitted, applicants will receive a confirmation email with an attachment and links to submission details, as well as any follow-up tasks based on the selected role. As has been the case for many years, please note that there is **NO SELLING or SOLICITING** for business or memberships on the sidewalks or streets during the event. This is a community-focused event with all goodies and giveaways offered to the community **free of charge**.



Attention Downtown Merchants! Please let the City know if you will be open during this event so that event booths do not block your entrance. Visit the vendor application and follow the prompts for *I am a business within the footprint of the event*.

Important Submission Deadlines:

- Tuesday, **October 29, 2024**, for those distributing goodies and giveaways (vendors).
- Tuesday, **November 12, 2024**, for all participants (performers, entertainers, volunteers).

Interested in sponsoring the Merriment on Main experience? Contact us directly at MerrimentOnMain@CityOfVacaville.com. Visit CityofVacaville.gov/MerrimentOnMain to learn more, access application links and locate sponsorship information.

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