



# Media Release

## East Village marketplace celebrates Christmas with festive cheer

**November 30, 2015: Zetland Sydney.**

East Village marketplace at Zetland is extending a warm invitation to join them in a feast of free events and entertainment over the festive season, with the centre promising something of interest for everyone in the weeks leading up to Christmas Day.

The centre will be decked out with a traditional Christmas tree and decorations and many of the 50 speciality shops will join in with their individual displays and special offerings.

PAYCE Managing Director Brian Boyd said it had been a wonderful year for the centre and its patronage is thriving with the strong support of the local community.

“The marketplace recently celebrated its first anniversary and everyone who came along to help us celebrate had a great time and lots of prizes and gifts were given away,” he said.

“With Christmas coming up, the marketplace is again in celebratory mood so please accept our invitation to be part of the fun-filled activities and enjoy some exciting times at East Village.”

PAYCE General Manager Dominic Sullivan said the whole village is getting involved and it’s a great opportunity to see how the precinct comes alive at this time of the year.

“There will be free fun-packed events daily and some special surprises to capture the magic of Christmas,” he said.

“So whether you are a regular or first-time visitor dropping in for a relaxing cup of coffee or a food treat or picking up a gift for someone special, I am sure you will find plenty to enjoy.

“And be sure to stop and chat with Santa as he roams around and have a photo taken with him to cherish and share with family and friends over the internet.”

The celebrations get underway with the lighting up of the five metre high Christmas tree on Wednesday 2 December and from then on there will be a host of activities for all ages to enjoy and participate in before the grand finale - Santa’s Breakfast and Christmas Show on Wednesday 23 December.

Thursday 17 December sees the much anticipated arrival of Santa Claus who will be accompanied by his personal photographer to capture photos with customers as he roams around the marketplace for the next six days.

To show that Santa is keeping up with modern technology, the photos will be available instantly via email, which will be linked to a custom branded micro-site. From there, customers will be able to share their photo on social media networks such as Facebook, Twitter, Pinterest or download for Instagram sharing.

On Saturday 19 December and Sunday 20 December, Santa's reindeer arrive as a special treat and will be available for pats at the Reindeer Farm between 10am and 3pm, before they have to depart to get ready to take Santa and his sleigh on their worldwide journey on Christmas Eve. In between visits to the Reindeer Park, kids can get in the holiday spirit with Christmas - themed face painting.

Monday 21 December and Tuesday 22 December marks two days of Christmas-flavoured craft activities with Mrs Claus between 11am and 2pm.

Special guests at the Christmas Show on 24 December will be the PAYCE-supported Sydney Street Choir who move audiences wherever they appear with their inspirational and uplifting singing.

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