

3 November 2023
FOR IMMEDIATE RELEASE:



CITY OF SOUTHPORT **Southport Sparkles during the Third Annual Storefront Showcase**

Southport, NC - The enchanting town of Southport is set to dazzle once again as local businesses unite for the Third Annual Storefront Showcase holiday decorating contest. From Saturday, December 2, to Saturday, December 9, residents, visitors, and guests are invited to follow the Storefront Showcase map available online and vote on your favorite displays!

This delightful contest transforms the town into a winter wonderland, with businesses adorning their storefronts in festive splendor. Participants can explore the picturesque streets, discovering the creativity and holiday spirit showcased by each participating business. The Storefront Showcase map, accessible online, serves as a guide for participants to visit each store and cast their votes in five exciting categories:

Most Original: Recognizing businesses with the most creative and unique holiday displays.

Most Kid-friendly: Celebrating storefronts that captivate the imagination of the youngest visitors.

Most Traditional: Honoring businesses that evoke the timeless charm of traditional holiday decorations.

Biggest Surprise: Highlighting the storefronts that leave visitors in awe with unexpected delights.

Best Overall: Awarding the business that embodies the essence of the holiday season in the most exceptional way.

Participants have the flexibility to cast multiple votes in each category, allowing them to support all of their favorite displays.

Businesses interested in participating in the Third Annual Storefront Showcase are encouraged to sign up today and share the magic of the holiday season with the Southport community. The sign-up form is available at <https://forms.gle/QWakXaqNK9sSfa2y8>.

For more information and updates, please visit <https://cityofsouthport.com/winterfest-2023/>

Allayna Dail
Assistant Director, Department of Community Relations
910-368-5055 C
203 East Bay Street, Southport, NC 28461
adail@cityofsouthport.com

###

About the Storefront Showcase:

The Storefront Showcase is an annual holiday decorating contest that brings the Southport community together to celebrate the spirit of the season. Now in its third year, the contest transforms the town into a festive display of creativity and holiday cheer, encouraging friendly competition among local businesses.

910-457-7900

1029 North Howe Street, Southport, NC 28461

www.cityofsouthport.com