



FOR IMMEDIATE RELEASE  
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### **Hood River Holidays brings Joy to the Community**

(Hood River, OR) – The Hood River Chamber of Commerce dba Visit Hood River, in partnership with community stakeholders, has rallied to bring a celebration of the season to the community this holiday season, despite a global pandemic. Presenting sponsor Pacific Power, and supporting sponsors Providence Hood River Memorial Hospital and Jacobs have made it possible to continue the tradition of holiday celebrations.

“State and local COVID-19 guidelines mandate the number of patrons and social distancing requirements at our indoor shopping, dining and event spaces,” said Ashley Huckaby May, interim director for Visit Hood River/Hood River Chamber. “Certainly the health and safety of our community comes first, but we are delighted to again provide many of our beloved holiday traditions. And remember, when considering online or out of town purchases, our local merchants need your support now more than ever”, continued Huckaby May.

#### **Shop Local. Start Early. November 27-Dec 26**

Locals and visitors can avoid crowded malls and keep holiday shopping local in charming Hood River. A foodie’s delight, you’ll experience locally sourced products, wine tasting, breweries, and shopping specials throughout the holiday season. Hood River’s welcoming merchants are stocked and enthused to receive holiday shoppers and you’re reminded to shop early and mid-week for special offers and best selection. Our merchants and businesses are relying heavily on local support. Remember, for every \$100 you spend at a locally owned business, \$68 will stay in the community. Not ready to venture out? Check out Hood River’s eCommerce site, Hood River Marketplace at [www.support.visithoodriver.com](http://www.support.visithoodriver.com) , featuring a variety of local picks and gift cards.

#### **Spread the Light - Thanksgiving Weekend**

The festivities continue the week of Thanksgiving with the annual lighting of the trees along the charming streets of downtown Hood River. The ‘Share the Light’ campaign highlights local businesses and organizations who wish to brighten up the community. Stores will be open on Black Friday with exclusive shopping specials through the weekend.

#### **Hood River Holiday Kick-Off party and Fire Truck Parades - Dec 4th**

The return of the traditional Hood River Holidays parade and tree lighting have received a pandemic makeover. Thanks to the collaboration of our local fire departments there will be three nights of lighted fire truck parades, each evening covering a different part of Hood River county. The first night of the parade will be Dec 4, prior to the

annual community holiday tree lighting. The virtual holiday tree lighting will give little ones and families a chance to count down the tree lighting from the safety of your homes. Parade starts at 5pm (note: we encourage you to watch from your yard and avoid gathering in groups), with the virtual holiday tree lighting event at 7pm.

Check out our Community Calendar for more holiday happenings, parade routes, dates and timing for all events and activities at <https://business.visithoodriver.com/events/>.

### **About Hood River, OR:**

Located at the crossroads of the spectacular Columbia River Gorge National Scenic Area and the magnificent Cascade Range and just an hour from Portland, it is clear Hood River is Mother Nature's favorite. Offering outdoor recreation, dramatic vistas, historic landmarks, bountiful fruit, and fantastic food, wine, beer and cider. With accommodations ranging from luxury hotels to historic B&Bs, Hood River is a four-season destination for families, outdoor enthusiasts, weddings, corporate events and more. It was named a Top 10 Wine Destination for 2017 by Wine Enthusiast Magazine, and 2015 Best Adventure Town in the West by Sunset magazine.

The Hood River County Chamber of Commerce supports economic and tourism development in Hood River, Cascade Locks, Mosier, Odell, Parkdale, Pine Grove and Mount Hood. [visithoodriver.com](http://visithoodriver.com)

*The Hood River County Chamber of Commerce dba Visit Hood River is a 501c6 non-profit association serving the greater Hood River destination. The mission is to inspire and sustain economic vitality and responsible destination development as stewards of community resources in partnership with local leaders. Entrusted with public and private funds, VHR is committed to develop, execute, measure, communicate and provide ongoing accountability for programs designed to support a vital and enduring economy to benefit the businesses, residents and guests of our community.*



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HOOD RIVER COUNTY  
CHAMBER OF COMMERCE