



Pike Place Market Preservation & Development Authority (PDA)
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For Immediate Release

EVENT ALERT

Holiday Festivities Get Magical at Pike Place Market on Small Business Saturday, November 24

*- 23rd Annual Magic in the Market Features 500 Local Merchants
Reindeer, Music, Stockings and Stuffers Galore –*

SEATTLE –Pike Place Market is welcoming the Holiday season with **Magic in the Market on Saturday, November 24**, celebrating Small Business Saturday on the cobblestones at the heart and soul of Seattle with seasonal activities to delight every family member.

Where else can you sip on fresh cider, count down with Santa as he lights the holiday tree and take a selfie with Sasquatch all in the same day? From 11:00 a.m. to 6:00 p.m., Pike Place Market will be buzzing with elves, live music, and reindeer making the season bright! Santa will be hanging out under the iconic Public Market Center sign for *free photos* – for naughty and nice kids of all ages-- while the elusive Pacific Northwest legend Sasquatch (costume designed by Kelice Penny of the Market's [Careful It Bites](#)) will be lurking in the Market DownUnder. Chef Traci Calderon will decorate cookies at [the Atrium Kitchen](#). Or guests can watch artist David Harris create toy tops on a spinning wooden axis. Santa will lead the community tree lighting beginning at 5:00 p.m. to officially welcome the season of spirit!

The MarketFront Pavilion will feature locally-made Stockings and Stuffers. "Meeting the Producer" of your holiday gifts is a uniquely Pike Place Market experience – from hand-crafted jewelry to a handmade cranberry chutney – personal shopping is easy at Magic in the Market. Not only will there will be hundreds of inspired and unique trinkets and treats, local artisans will be hand-crafting stockings of every kind. From elegant handcrafted stockings made of leather to a whimsical "fuzzy foot" mantel hanging, the choices are endless and so are the gifts to put in them. Stockings and Stuffers will feature affordable items - all priced under \$40 (stockings under \$60).

Market shoppers can sip on fresh cider, hot cocoa and other beverages while browsing more than 500 small independent businesses. A selection of holiday trees and swags/wreaths from [Growing Washington](#) will also be available.

Magic in the Market Event Schedule

What: 23rd Annual Magic in the Market
When: **Small Business Saturday, November 24th** from **11:00 a.m. to 6:00 p.m.**
Refer to detailed schedule below
Who: Everyone!
Where: Pike Place Market
11:00 a.m. - 6:00 p.m.:

- Free Cookie Decorating (Atrium Kitchen-1433 First Avenue) for families with kids 12 and under: 12:00 p.m. - 3:00 p.m.
- Free Santa Photos under the Market Clock 11am to 5pm

11:00 a.m. – 6:00 p.m., Stocking and Stuffers, MarketFront Pavilion:

- Purchase fresh cider, hot cocoa and other beverages from farmers and merchants on Pike Place while you shop the Market for seasonal foods and locally made gifts
- MarketSpice, Indi Chocolate, Martin Family Orchards, Silver Springs Creamery will all be available
- There will be Market Elves, pigs and reindeers for enjoyment
- Pick out the perfect holiday tree from Growing Washington and wreaths from local farmers on Pike Place
- Artist David Harris will demonstrate live woodturning
- A Greg Anderson Mural and 6 creatures (3 new) on display
- 12:00 p.m. – 3:00 p.m. Free Cookie Decorating (Atrium Kitchen)

1:00 p.m. – 5:30 p.m.: Entertainment Lineup

- 1:00-2:00 p.m. S.T.R.U.M. (Economy Building - Atrium)
- 2:30-3:00 p.m. Green River Choir (MarketFront Plaza - Wood Deck)
- 3:00-4:00 p.m. S.T.R.U.M. (Market Clock - Stage)
- 4:30-5:30 p.m. Sundae + Mr. Goessl (Market Clock - Stage)

5:00 p.m.: Tree and Market lighting with Santa!

Holiday Parking

Did you know that Pike Place Market has some of the most accessible (and least expensive) parking in Downtown Seattle? Parking is available at both the Public Market Parking Garage at 1531 Western Avenue and the MarketFront Parking Garage at 1901 Western Avenue, with direct elevator access to the Market. The rate is \$4 per hour up to four hours.

***Pike Place Market** is Seattle’s original farmers market, founded in 1907, and is one of the oldest continuously operating public markets in the U.S. The market operates within a 9 acre historic district and is a bustling neighborhood of hundreds of vendors, residents and businesses, including farmers, craftspeople, independent shops, buskers, and residents, many of whom are low-income seniors, and five social service agencies. www.pikeplacemarket.org*

***The Pike Place Market Preservation & Development Authority (PDA)** is a not-for-profit, public corporation chartered by the City of Seattle in 1973 to manage the properties in the nine-acre Market Historic District. The PDA’s charter is to preserve, rehabilitate and protect the Market’s buildings, increase opportunities for farm and food retailing in the Market, incubate and support small and marginal businesses, and provide services and affordable housing for low-income people.*

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