

# Christmas in Crestwood

## 2021 CELEBRATION

November 12th – December 31st

Join the Jollification! Details at [www.ChristmasInCrestwood.org](http://www.ChristmasInCrestwood.org)

Christmas in Crestwood has planned a safe and lively celebration for the 2021 holiday season featuring prize contests, uninterrupted holiday music, and a special day to welcome Santa to Crestwood!

Mark your calendars and plan to participate!

### ❄️ STUDENT ESSAY CONTEST

• K-12th grade students write “A Holiday Jollification Story, Fact or Fiction” for the opportunity to win prizes from Crestwood businesses including Victory Raceway and Culver’s. Entries judged by Crestwood Aldermen, Mayor, and City Administrator.

### ❄️ WHERE’S SANTA? PHOTOGRAPHIC SCAVENGER HUNT

• A fun way for friends and family to experience Crestwood and earn chances to win prizes from Crestwood businesses. (Last year’s grand prize value topped over \$3,000 in goods and services!)

### ❄️ SHOP CRESTWOOD FOR THE HOLIDAYS

• Save your Crestwood business receipts for an opportunity to win a (minimum) \$1,000 Crestwood Shopping Spree!

### ❄️ SANTA IS COMING TO CRESTWOOD! – DECEMBER 4TH

An afternoon and evening of holiday fun and giving!

- Santa Car Cruise through Crestwood neighborhoods. Route Map available in November.
- Goody Bag Food Drive – trade five non-perishable food items for one children’s goody bag filled with Crestwood fun! Goody bags will be available after the Car Cruise at St. Raymond-St. Elizabeth Church. Collected food will be donated to local Crestwood food pantries.
- Fireworks by Brilliant Skies Fireworks. Sponsored by Tom Streib and Streib Company. Display start time TBD. Launched from the St. Raymond-St. Elizabeth Church ball field.

### ❄️ CHRISTMAS IN CRESTWOOD RADIO

• December 1st through 31st. Tune in online at [www.stlouisclassicrock.com](http://www.stlouisclassicrock.com) for the best holiday music on the planet – around-the-clock and commercial-free, and selected by Crestwood businesses, organizations, and city officials/departments!

Did you know Crestwood’s birthday is November 12th? In recognition, contests begin on Nov. 12th and run through Dec. 31st.

Printed information sheets and entry forms will be available at City Hall and the Community Center at Whitecliff Park.



This year’s celebration is brought to you by the dedicated volunteers of Christmas in Crestwood’s Jollification Committee – your Ambassadors to a great celebration of our community!

Connecting Crestwood businesses and area residents through the true spirit of Christmas year-round!



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**Connect with your Christmas in Crestwood Ambassador. Mark your calendars and plan to participate!**

**Deadline to appear in printed promotional materials as a supporter/sponsor is October 1, 2021.**

### SUPPORT AND PARTICIPATION OPPORTUNITIES:

- Publicize celebration activities and events** that you are supporting beginning in late October. Let your customers know you support Christmas in Crestwood and thank them for shopping local.
- Participate in the Santa Car Cruise** on Saturday, December 4, by driving a decorated vehicle. Rosann Shannon is happy to answer your questions. (314) 303-4433
- Contribute goody bag items** for the December 4 Santa is Coming to Crestwood! event. (200 units needed)
- Contribute an item(s) or gift card(s)/certificate(s)** with a minimum value of \$50 to one or more of our three prize baskets and/or prizes for the Student Essay Contest.
- Be a food donation collection site** for the food drive supporting local food pantries from December 5 through at least December 31.
- Host an outdoor giveaway or refreshment table** at the December 4 Santa is Coming to Crestwood! event at St. Raymond-St. Elizabeth Church. (over 600 attendees anticipated)
- Be a Jollification Friend** by providing a cash or in-kind donation. Your support of Christmas in Crestwood is a blessing and helps us make this celebration season even brighter!
- Request up to ten or more Christmas or holiday songs for Christmas in Crestwood Radio.** Songs will display the requester's name and their logo. Song availability on a first come basis. Submission forms will be available in the Fall.
- LET US SUPPORT YOU, TOO!** All supporters and sponsors will appear on the Holiday Shopping Guide page of the Christmas in Crestwood website beginning November 1, remaining displayed until the end of October 2022.

**NOTE:** If the nature of your business is not conducive to an item for a prize basket, consider purchasing a gift card (or cards) from other Crestwood businesses and package them in an envelope with a special holiday greeting (along with your business card, brochure and/or flyer) that identifies your business as the giver. For example, provide a \$25 gift card to one Crestwood business and a \$25 gift card to another, or provide just one \$50 gift card. Last year, employees from one Crestwood business pooled their money to provide a \$50 gift card to another business as their contribution. This is a popular way to support Christmas in Crestwood, fellow Crestwood businesses, and the Crestwood Community.

Connecting Crestwood businesses and area residents  
through the true spirit of Christmas year-round!

[www.ChristmasInCrestwood.org](http://www.ChristmasInCrestwood.org) | [facebook.com/ChristmasInCrestwood](https://facebook.com/ChristmasInCrestwood)

