



FOR IMMEDIATE RELEASE

Contact: ASHLEY SMALL

pr@oneworldstrong.com
281-827-3419



Midtown Houston Mistletoe Market Showcases Handcrafted Holiday Shopping and Festive Atmosphere for Locals

Shoppers can peruse fine arts and crafts at the entertainment-gearred weekend experience

Houston, TX, November 6, 2017- This winter, [Midtown Houston](#) will host their annual [Mistletoe Market](#), a holiday shopping experience designed to jumpstart gift giving and celebrate the festive season. The free event in Bagby Park (415 Gray Street) will delight shoppers from 10 a.m. to 6 p.m. on Saturday, November 18 and 11 a.m. to 4 p.m. on Sunday, November 19. Attendees can peruse arts and handmade crafts while sampling delicious food in a cheerful holiday atmosphere.

Midtown Houston's boutique-style Mistletoe Market will feature the work of many local creators, including colorful prints of iconic Houston scenes from [Photographer Janet Roe](#). Fiber artist Cindy Dixon will provide handcrafted throw pillows and holiday-inspired pieces cleverly stitched from vintage fabrics. [The Olive Leaf Outreach](#) will offer Lavender Jill Vintage Sugar Scrubs and gift boxes with proceeds supporting summer camp for autistic teenagers. Shoppers can round out their list with gifts and organic dog treats for furry friends supplied by [The Doggie Express](#).

"Visitors to our Mistletoe Market can bypass the struggle of finding mall parking spots before daylight on Black Friday or fighting their way through crowds of other shoppers," said Cynthia Alvarado, Operations Manager of Midtown Management District. "We organize this event yearly so that Houstonians can discover unique and amazing gifts in a delightful environment with seasonal decorations."

Those interested in tastebud-friendly gifts can purchase macarons and cookies crafted by [Made From Scratch](#) or ginger snaps, chocolate nuggets and cheese snaps prepared

by [The Center Houston](#), a business that supports individuals with intellectual and developmental disabilities. [Axel Provisions](#) has traditionally sold out very quickly due to their crowd pleasing signature sauces.

To promote shopping convenience and reinforce their commitment to sustainability, Midtown Houston will provide reusable shopping bags created just for the Mistletoe Market. Guests can have their photo taken at our seasonal interactive holiday card and make special holiday ornaments at [Harambee Gallery's](#) station. There will also be free balloons, candy canes, carollers and a jolly Santa Claus for children. Look for the red and white tents.

More information is available at midtownhouston.com. To schedule interviews contact Ashley Small at pr@oneworldstrong.com or 281-827-3419.

###

About Midtown Houston

Midtown Houston is comprised of three organizations; Midtown Redevelopment Authority / Tax Increment Reinvestment Zone No. 2, Midtown Management District and Midtown Parks Conservancy. The organizations share the common vision of shaping Midtown into a thriving, pedestrian-friendly, “new urban” community beyond the ability of individual property owners or businesses within the district. Midtown Houston holds the Texas Commission on the Arts Cultural Arts and Entertainment District accreditation.