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See, Sip and Shop Local at the Midtown Houston's Mistletoe Market

HOUSTON (Nov. 4, 2019) --- On December 6-7, 2019 [Midtown Houston](#) will transform Midtown Park into a winter wonderland, providing guests with the chance to find truly unique gifts while supporting local artists. [Mistletoe Market](#), begins on Friday, December 6 from 5 p.m. to 10 p.m. and runs through Saturday, December 7 from 10 a.m. to 6 p.m.

“This year’s event promises to showcase more family activities than ever, while providing affordable, meaningful solutions for holiday shopping,” said Cynthia Alvarado, Operations Manager of Midtown Management District. “I hope it’s a reminder that you can invest in our local creative community while also immersing yourself in family-friendly experiences.”

This free, interactive holiday experience is designed to give shoppers access to some of Houston’s top independent artists and small businesses.

The annual Mistletoe Market will see the park decked out in red and white tents and lush holiday decor. Guests can expect live entertainment, contemporary crafts, fine foods, and fun activities in a festive atmosphere

“The arts help drive the Houston economy, they attract visitors from all over the world, and our city has more Cultural Arts Districts than any other in Texas,” Mayor Sylvester Turner said. “This Mistletoe event in one such arts district shows how Houstonians come together to support each other and share new experiences in the spirit of the holiday season and our year-round enrichment by the arts.”

On Friday evening, guests will have the chance to see the park lit up for the holiday season while enjoying a sophisticated evening of [jazz](#), art, food and outdoor holiday shopping. There will be an Instagram Cube featuring DIY activities, a Santa letter writing

station, a bevy of balloons as well as beautiful public art displays from Lauren Luna and Anat Ronan. From 6:00 p.m. to 10 p.m. the [Silver Lynx Arts and Entertainment](#) performance art troupe will provide interactive entertainment for event goers.

Beginning at 10:00 a.m. on Saturday, guests will continue to enjoy shopping with a [backdrop of jazz](#) and strolling carolers bringing holiday cheer. Santa Paws will be waiting to pose with four-legged family members dressed in their most festive getups.

Throughout the weekend, guests can select one of a kind gifts for family and friends from market merchants such as [Silverthread Designs](#), [LH Candle Studio](#) and many more.

This event is funded in part by the City of Houston through the Houston Arts Alliance. The Midtown Mistletoe Market is a way for residents and visitors alike to contribute to the local arts scene that makes Houston unique. Organizers aim to offer something for everyone at this year's event with a focus on supporting small, locally owned businesses.

Midtown Houston is a state-designated Cultural Arts and Entertainment District. More information is available at [midtownhouston.com](#). To schedule interviews contact Ashley Small at pr@oneworldstrong.com or 281-827-3419.

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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.