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FOR IMMEDIATE RELEASE

**Walterboro, S.C.** – The City of Walterboro is pleased to announce a holiday festival planned for the 2016 Holiday Season. **Rock-In** the Holidays on the Front Porch of the Lowcountry will be held December 2 - 4, 2016 with these headlining events.

- The Colleton Museum and Farmers Market Festival of Trees will be held November 30 - December 3
- The Colleton County Arts Council Santa Sprint will be held Saturday December 3
- The South Carolina Artisans Center Holiday Open House will be held Saturday December 3
- The Colleton County Historic and Preservation Society Holiday Tour of Homes to be held Sunday December 4
- The City of Walterboro Tree Lighting Ceremony and Downtown Parade will be held Sunday December 4

The Walterboro Tourism Department is packaging all these events together to **Rock-In** the Holidays and will be promoting a family friendly, fun filled weekend to residents all over the Lowcountry region. In addition, the tourism department invites your organization to be a part of the festival by contributing your event dates to the full event calendar. The calendar will cover the entire holiday season and will be promoted all over Walterboro and Colleton County.

“The holidays are a great time to promote Walterboro as a unique shopping, dining and cultural destination. Coordinating efforts and combining existing events into one larger initiative not only increases our chances to draw visitors to the city to boost our economy, it encourages our businesses and residents to work together towards a common goal,” said tourism director Michelle Strickland.

To add your church, business, or community related holiday event to the calendar or to get involved, please contact Michelle Strickland, Tourism Director, at 843-538-4353. Volunteers welcome!

