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FOR IMMEDIATE RELEASE

Mistletoe & Magic 2020 will go on! While looking a bit different this year, one goal remains.

Mistletoe & Magic, The Junior League of Tyler's annual holiday shopping event, will still take place December 2nd – 5th at Harvey Convention Center in Tyler, TX. The league's main focus for the event is spreading JOY, raising critical funds for the community and providing a safe and beautiful environment for your holiday shopping. "We are committed to our community and we as a league are devoted to making the absolute best of these circumstances," Mistletoe Chairman, Susanne Mackintosh.

After months of planning and preparation, The Junior League has made several changes in order to host a safe and successful event. Mistletoe committee members have taken this opportunity to look at Mistletoe & Magic at its core and focus on what is most important, which is the community outreach and the support they show their agencies and community partners. "That is our main goal and this year we are rewriting the script, reinventing the wheel and coming up with creative ways to raise the funds necessary for our community. They need us now, more than ever and we are doing to do whatever we can to make that happen," says Mackintosh.

A few changes this year include the removal of Gala, originally scheduled for November 14th at Willow Brook Country Club, as well as the traditional brunches. The Mistletoe Auction will be fully online allowing for bidding from home and will last throughout the week. They have also planned a fun and safe outdoor Children's event with activity kits for purchase and photos with Santa.

Some of the safety measures to anticipate at this year's event are following social distancing guidelines, wearing a face covering, one-way flow of traffic, distance between merchants, hand sanitizing stations, and limited capacity to ensure that protocols will be met. The League will continue to monitor all guidelines laid out by the CDC and the state of Texas as they prioritize the safety of the guests, merchants and volunteers.

The Junior League of Tyler is looking forward to opening the doors and welcoming everyone to experience the JOY of the Holiday season with their 42nd annual Mistletoe & Magic Holiday Market.

“We are going to do GREAT things this year and we are so incredibly thankful for the unbelievable support we have received from our sponsors, league members, neighbors and friends. Without you and your dedication to the Junior League of Tyler, we would not be able to do what we do. So, thank you!”

Junior League of Tyler is able to raise these funds by members of our community making donations, becoming sponsors, purchasing tickets to events, bidding on auction items, and more. For more information on how you can help, go to www.mistletoeandmagic.com.