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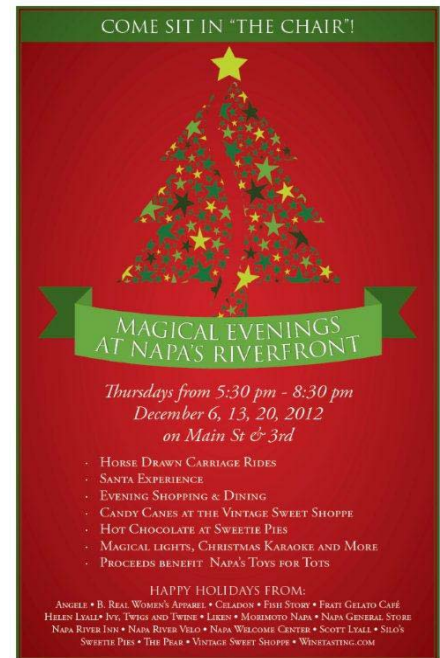
FOR IMMEDIATE RELEASE

Napa's Riverfront Invites Community to Celebrate "Magical Evenings" at the Water's Edge

Weekly Event Includes Carriage Rides, Santa Experience, Extended Hours and More

NAPA, Calif. (December 3, 2012) – Napa's Riverfront is celebrating the holidays this December by hosting "Magical Evenings at Napa's Riverfront" and is inviting the entire community to join in the merriment every Thursday in December leading up to Christmas. Located at South Main between Third and Fifth Streets, Napa's Riverfront features the Riverfront building and the Historic Napa Mill and is home to many of Downtown Napa's most well-known restaurants, shops and hotels including Morimoto Napa, the Napa River Inn, Silo's and the Napa General Store.

Every Thursday in December until Christmas – December 6, 13 and 20 – between 5:30 p.m. and 8:30 p.m., Napa's Riverfront will come alive with holiday merriments that are fun for the entire family to enjoy. Highlighted by the Santa Experience, visitors can take their own special photo with Santa in the "Big Chair," a newly constructed oversized chair measuring six feet wide by eight feet tall and located under the Fourth Street archway. Horse-drawn carriage rides will also be offered for a cash donation and complimentary treats will be available at several stores including hot chocolate at Sweetie Pies and candy canes at the Vintage Sweet Shoppe. Located near the area's decorated Christmas tree, everyone can participate and enjoy Christmas Karaoke while shopping, dining or taking a stroll along the Riverfront to enjoy the lighted splendor of the holiday season. Along with these special activities, the nearly 20 shops, restaurants and specialty venues along Napa's Riverfront will offer visitors extended hours and exclusive local specials each Thursday evening on gifts, food and drinks.



Napa's Riverfront will also serve as a Toys for Tots donation station on Thursday nights and is encouraging participants to bring a toy or donate during the events. One hundred percent of the cash donations earned from the carriage rides will also go to benefit the local Toys for Tots chapter.

"We're excited to host this local community event each week at Napa's Riverfront this holiday season," said Sara Brooks, General Manager at the Napa River Inn. "This is an opportunity for the community and visitors to come together and experience all that the Napa's Riverfront has to offer while meeting small business owners and checking a few gifts off their list."

"Magical Evenings at Napa's Riverfront" events are the first of many unique and exciting events to bring the community and visitors to Napa's Riverfront over the next year and beyond. With the recent announcement from the City of Napa that the river will be dredged and the dock rebuilt at the end of Fourth Street in the coming year, Napa's Riverfront will continue to grow and plans to host additional events to support the local community. For more information on the Magical Evening events or to learn more about this exciting area, please call the Napa River Inn Concierge at (707) 251.8500.

About Napa's Riverfront

Located in downtown Napa's South Main Street, Napa's Riverfront is a special district that unites to create the perfect combination of old and new. Once the site of coal and produce warehouses, a skating rink and secret society meeting rooms dating back to the 1880's, the historic Napa Mill buildings were completely refurbished in 2000 and offer rustic elegance to compliment the classic architecture of the more recent Riverfront buildings completed in 2009. Offering historic accommodations, a variety of dining and shopping options, high-end living and more, Napa's Riverfront is a truly

one-of-a-kind experience unlike any other in the Napa Valley. This district is home to nearly 20 merchants that include: Angele; B.Real Women's Apparel; Celadon; Fish Story; Frati Gelato Café; Helen Lyall; Ivy, Twigs and Twine; Liken; Morimoto Napa; Napa General Store, Napa River Inn; Napa River Velo; Napa Welcome Center; Scott Lyall; Silo's; Sweetie Pies; The Pear; Vintage Sweet Shoppe; Winetasting.com.

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