



## Press Release

**Toms River Business Improvement District**  
218 Main St., Toms River NJ 08753

**For Immediate Release**  
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### **The Holiday Season is About to Officially Unfold in Downtown Toms River**

TOMS RIVER, NJ - Saturday, November 30 is the Fourth Annual Small Business Saturday, begun and sponsored by American Express. Downtown Toms River is again encouraging locals to shop local. "Whether it's physically visiting the local businesses here in Downtown Toms River, or shopping on local businesses' websites, it's important for the area's economy to patronize all businesses—retail, restaurants, professionals, whatever, that are owned by, and employ, our neighbors and friends," said Jody Alessandrine, Executive Director of the Toms River Business Development Corporation.

For more information on the national Small Business Saturday initiative, please visit <https://shopsmallneighborhoods.americanexpress.com/>

Downtown Toms River will follow-up Small Business Saturday with its annual Christmas Tree Lighting Ceremony, Presented by Jersey Central Power & Light (JCP&), the following Friday, December 6 from 6:00 to 9:00 p.m. This special event takes place in the Courtyard between the Ocean County Library, Toms River Branch, and the Toms River Township Municipal Building on Washington St.

"There is no better way to usher in the holiday season than a tree lighting ceremony. We are proud to support and participate in this Toms River tradition," said Mark Jones, Jersey Central Power & Light, Vice President of External Affairs.

Featured performers will be the Msgr. Donovan H.S. Chorus, the Toms River Alumni Band, the Broadway Bound Dance Center, Ron & Casey, and a special reading of *'Twas the Night Before Christmas* by Mrs. Claus. Santa is expected to arrive around 8:00 p.m. aboard a Toms River Fire Co. #1 Ladder Truck to flick the switch illuminating the Christmas Tree. Fire Co. #1 will also provide hot chocolate, cookies, and other goodies for sale. Photos with Santa in the atrium of the Library can be taken immediately after the tree is lit.

Alessandrine said that the tree lighting event has grown significantly, evidenced by the corporate sponsorship of JCP&L it garnered. "We are already discussing how this event could be expanded in 2014. It's a wonderful feeling, kind of makes our Downtown resemble Bedford Falls a bit!" he added.

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Finally, 2013 marks the second year that Downtown Toms River's Gift Card is available for purchase. Alessandrine noted that over 40 businesses within the Downtown core and the area within the special improvement district along Rt. 37 accept the Gift Card. "This too is a great way to shop local and energize the local economy. It's the perfect holiday gift or stocking-stuffer for anyone on your list," he said. Downtown Toms River Gift Cards can be purchased anytime online at [downtowntomsriver.com](http://downtowntomsriver.com), or in the Downtown Toms River office, 218 Main St., Monday through Friday 8:30 a.m.-5:00 p.m.

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The 2013 Downtown Toms River Partnering Sponsors include: XFINITY, New Jersey Natural Gas, United Water of Toms River, JCP&L, Circle Hyundai of Shrewsbury, Morgan Stanley (Toms River Office), Shore Community Bank, WJRZ-FM, WRAT-FM, The Ocean County Board of Chosen Freeholders, Stop & Shop, Foods Galore, Home Turf Yard & Home Maintenance, and Home Depot.

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