

Downtown New Bedford Inc. (DNB) presents Holiday Stroll, Sat. Nov 30th

It's almost that time again in New Bedford. Time to embrace the hometown charm of an authentic seaport downtown, all decked out for the holidays!

The annual downtown New Bedford Holiday Stroll seasonal extravaganza returns to the city center on Saturday, November 30, 2019. Organized by Downtown New Bedford Inc, the Holiday Stroll has become a beloved tradition in New Bedford with its own fun and funky twists – and falls this year on national Small Business Saturday.

Small Business Saturday is an American shopping holiday held each year right after Thanksgiving. It is designed to spotlight the creative small businesses that define revitalized urban centers – like downtown New Bedford.



Music will fill the air, with Seaglass Theater Carolers on corners and the Southcoast Brass Band bringing their hip sound to Custom House Park. Climb aboard New Bedford's antique fire truck on Barker's Lane for rides throughout the downtown. But, don't forget to hop off at Mare Studio on Centre Street to have your photo taken with the big guy himself – Santa Claus. Mare will also be accepting donations and non-perishable food items on behalf of The Neediest Families Fund.

"Holiday Stroll is a celebration of family and community," says Jessica Coelho, owner of Tia Maria's European Café on North Water Street. "It's one of our busiest days of year!"

Naturally, you'll find hot chocolate and treats at eateries everywhere, plus lunch, dinner, and post-Stroll cocktails for the grown-ups!

"Holiday Stroll is a fabulous way to kick off the season," says Downtown New Bedford Inc. President Elissa Paquette. She should know; as the owner of the fashion destination Calico on Union Street, Paquette's wardrobe often reflects the starshine and tinsel of the holidays!

“This is the perfect opportunity to bring your whole family downtown, because there’s really a little something for everyone,” says Paquette. “There’s live music, festive decorations, kids’ activities, and so much going on at our awesome restaurants and boutiques!”

As dusk arrives, the Holiday Stroll culminates with a parade up William Street at 4:30 p.m., led by the New Bedford High School Marching Band, followed by the city’s tree lighting outside the New Bedford Free Public Library on Pleasant Street at 5:00 p.m.

The 2019 Holiday Stroll takes place in downtown New Bedford from noon to 5:00 p.m. on Saturday, November 30. You can follow updates to all the happenings and participating locations at downtownnb.org and @dnbinc on Instagram and Facebook!