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FOR IMMEDIATE RELEASE

Santa Arrival Kicks Off 2017 Holiday Season at The Shops at Wailea *With Gift Bag Giveaway for First 250 Shoppers on Black Friday*

Wailea, Maui, Hawaii – (November 21, 2017) The Shops at Wailea, Maui's premier shopping and dining destination, announces their 2017 holiday events calendar with Santa's Parade kicking off the festivities on Black Friday, November 24. The parade starts at 10 a.m. from Kalama Park, with Santa riding in style in a 1968 Chevy Convertible Camaro escorted by the Maui Classic Cruisers and Street Bikers United Maui.

Following the parade, families can have their holiday photos taken with beloved Santa at the Fountain Courtyard from 10:45 a.m. to 8 p.m. (with breaks from 1 to 2 p.m. and 4 to 5 p.m.). Throughout the day, those visiting Santa will be given a delightful cookie treat from the Honolulu Cookie Company (while supplies last).

Early shoppers arriving at 9:30 a.m. at The Shops at Wailea can take advantage of discounted deals and Black Friday sales as the first 250 customers will receive a Free Gift Bag filled with gifts and offers from The Shops at Wailea stores and restaurants. The Gift Bag Giveaway can be picked up at the upper level near lululemon. In addition, shoppers will be entitled to a free commemorative holiday ornament with a minimum total purchase worth \$300.

Live entertainment on Black Friday includes a hula performance by Manutea Nui E Hula from 11 a.m. to noon. From 4 to 6 p.m., Pau Hana at The Shops will feature Randall Rospond, a vocalist and guitarist and Jimi Canha performing traditional and contemporary Hawaiian music.

Santa's Visiting Hours (Photos with Santa):

Monday – Saturday 10 a.m. to 8 p.m. (with breaks from 1 to 2 p.m. and 4 to 5 p.m.)

Sundays and Christmas Eve from 11 a.m. to 6 p.m. (with a break from 2 to 3 p.m.)

Paws and Claus (Treats for Pets after Photos with Santa):

Mondays from 5 to 8 p.m. starting November 27

Weekend Holiday Entertainment from 5 to 6:30 p.m.:

Maui Brass Ensemble on Saturday, December 2

Bonnie Newman Joyful Hearts on Sunday, December 3 and Sunday, December 17

Maui Community Band on Saturday, December 9

The Festival of the Harps on Sunday, December 10, and Saturdays December 16 & 23

Holiday Toy Drive, November 24 through December 15

In partnership with Friends of the Children's Justice Center, The Shops at Wailea is collecting new unwrapped toys to support families in need in Maui County. Collection bins for donation drop-offs will be available at the entrances to the center.

Gift With Purchase, November 24 through December 31

Spend \$300 and get a free commemorative holiday ornament

Aumakua Productions will be featuring a hula performance on Christmas Eve from 11 a.m. to noon

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Except on Christmas Day, these weekly cultural activities open to the public will continue at the main fountain courtyard:

- Papa Hula: Mondays 1 to 2 p.m.
- Lei Po'o Making: Mondays 2:30 to 3:30 p.m. and Wednesdays 1:30 to 2:30 p.m.
- Ukulele Lessons: Mondays 5:30 to 6:30 p.m. and Fridays 3 to 4 p.m.
- Coconut Husking: Tuesdays and Thursdays 2:30 to 3:30 p.m.
- Island Wood Carving: Wednesdays 10:30 a.m. to 1 p.m. and Fridays 12:30 to 3:30 p.m.
- Polynesian Show: Tuesdays and Thursdays 5:30 to 6:30 pm
- Pau Hana at The Shops: Fridays 4 to 6 p.m.
- Jazz at The Shops featuring Peter Kater on Wednesday, December 6 from 5:30 to 7 p.m.
- Market at The Shops: Wednesdays December 13 & 27 from 4-6 p.m.
- Concerts at The Shops featuring Napua Greig and Halau: Wednesday, December 20 from 5:30 to 7 p.m.

In a continued effort to give back to the community, The Shops at Wailea supports a different Maui non-profit each month with sixty percent of the special event parking fees going back to the non-profit. December's non-profit recipient is Friends of the Children's Justice Center, a private, non-profit corporation, founded in 1989 by a non-partisan group of community and business leaders dedicated to the social welfare of children and families who have been traumatized by abuse and severe neglect. The Shops' goal is to enrich the community through exploration and discovery in the arts and music while supporting local businesses and non-profit partners. The four-hour special event parking voucher is available for \$5 and can be purchased at the non-profit's parking table.

For a complete calendar of events, activities and entertainment, please visit our website at TheShopsAtWailea.com and connect with us on [Facebook](#), [Instagram](#) and [Twitter](#).

About The Shops at Wailea:

The Shops at Wailea is Maui's premier shopping and dining destination with more than 70 distinct boutiques, shops, restaurants and galleries. It is nestled in the heart of Wailea Resort at 3750 Wailea Alanui Drive and is managed by The Festival Companies. The Shops at Wailea is open daily from 9:30am to 9pm and offers free parking for the first hour and validated parking with a purchase for the next three hours; then standard rates apply at \$6 an hour or \$3 for every 30 minutes. For more information, visit our website at www.TheShopsAtWailea.com or call (808) 891-6770. Follow [@TheShopsAtWailea](#) on Instagram and [@ShopsAtWailea](#) on Twitter and "Like" us on Facebook.

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