VISIT Yorktown VIRGINIA

YORKTOWN CELEBRATES CHRISTMAS

CHRISTMAS IN YORKTOWN

FREE | Waterfront Views | Unique | Community Traditions

CHRISTMAS TREE LIGHTING

Riverwalk Landing

FRIDAY, DEC.1 | 7:30PM

CHRISTMAS MARKET ON MAIN

Historic Main Street

SATURDAY, DEC.2 | 10 AM – 3 PM

LIGHTED BOAT PARADE

Yorktown Waterfront

SATURDAY, DEC.2 | 6-8 PM

COOKIES WITH SANTA

Gallery at York Hall

SUNDAY, DEC.3 | 1-4 PM

HOLIDAY FARMERS MARKET & TOYLAND PARADE

Riverwalk Landing

SATURDAY, DEC. 9 | 9 AM – 3 PM

REGIONAL HOLIDAY FUN

Christmas Town | Grand Illumination | Historic Yorktown

GETTING THE WORD OUT

ADVERTISING | NEWS RELEASES | WEBSITE | SOCIAL MEDIA

www.visityorktown.org

SOCIAL MEDIA

Blogs, Livestreams & Facebook Events

FACEBOOK

Reach: 60k
Responses: 2.5K

2,634 likes
Ages 35-44
82% Women
18% Men
Yorktown

INSTAGRAM

Reach: 214
Responses: 52

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420 followers
Ages 25-34
72% Women
28% Men
Yorktown

PAID ADVERTISING & EARNED MEDIA

PRINT, RADIO & DIGITAL

VINTAGE MARKETPLACE

McReynolds Athletic Complex

SATURDAY, NOV. 4 | 10 AM – 4 PM

Cabin Fever
CONCERT SERIES

COMING SOON!

Freight Shed

THURSDAYS| JANUARY 25 - MARCH 1

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