

Santa Visits to Help with Christmas Tree Lighting Ceremony

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Date : November 23, 2016

Darien Sport Shop will once again hold its annual Christmas tree lighting ceremony on Sunday, Nov. 27.

For nearly 40 years, the tree lighting ceremony has become a beloved event and kickoff to the Darien community's holiday season. The event begins at 4:30 p.m. in the back parking lot.

A new addition to this year's festivities will be a special holiday performance by the New England Academy of Dance at 4:45 p.m.

Santa will make his grand arrival at 5:00 p.m., followed by the lighting of the tree. Darien Sport Shop President Gina Zangrillo will be on hand to help Santa light the tree.

Darien Sport Shop will kick off its holiday festivities Black Friday weekend with complimentary

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refreshments and music to welcome everyone back home for the holidays! A coat drive will be held to support Person-to-Person on Friday, Nov. 25 and Saturday, Nov. 26.

— *an announcement from* [Darien Sport Shop](#)

The magic of Christmas comes alive every holiday season at Darien Sport Shop! You'll find trunk shows and special events every week, and festivities every weekend during the holiday season.

Santa will be on hand for photos in-store beginning December 1 (visit dariensport.com/events for Santa's schedule).

A social media campaign will run throughout the holiday season beginning with the tree lighting ceremony on Instagram and SnapChat with the hashtag #DSSanta16 for all to tag their Darien Sport Shop holiday experiences!