

## NEWS RELEASE

**FOR: IMMEDIATE RELEASE**  
**DATE: November 11, 2013**  
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### **Old Town Santa announces Visits, Photos and Christmas Tours in historic Old Town Albuquerque**

**Albuquerque, NM** – Old Town Santa announces his 2013 Winter Schedule. Santa will be in Old Town for visits with the children each weekend from Thanksgiving through Christmas. Old Town Santa is a part of “The Magic & History of Christmas Tours of Old Town” which take place at 2:00pm on weekends and on Christmas Eve. Santa is available for private personal visits at homes, as well as Holiday Parties & Events. Santa will even visit homes on Christmas Eve and Christmas Day so that children can “Sneak-A-Peek” at him as he places gifts under the Christmas Tree.

Old Town Santa is committed to spreading goodwill and holiday cheer while encouraging Albuquerque residents to do their holiday shopping in Old Town. Santa knows that supporting local small business helps the economy. Santa hopes that his presence throughout the season will increase visits to the historic Old Town area. Everyone who visits with Santa will receive an Old Town Holiday Coupon Book offering discounts, savings and special offers from some of the best merchants in Old Town.

Old Town Santa is also known as Santa Charlie. Santa Charlie first discovered that he was the jolly old elf back in 1977. Santa Charlie loves the wonder, hope and inspiration that each child who visits him brings. Old Town Santa is a proud member of the International Brotherhood of Real Bearded Santa’s. Old Town Santa is background checked and verified and is fully insured.

### **Old Town Santa’s 2013 Schedule Includes:**

- **Visits & Photos with Santa:** In Plaza Don Luis every Saturday & Sunday from Thanksgiving through Christmas from 10am until 3:00pm. (303 Romero Street NW – Albuquerque, NM 87104.) Santa will be located near Albuquerque’s giant Christmas Tree. Professional photos prints are offered by On The Shoot Photo Parlour. Print packages range from \$22 to \$40. Emailed images are available as well as options to take photos with your own camera, phone or iPad with rates from \$4 to \$10. Proceeds from every photo taken will benefit the ongoing San Felipe de Neri Church renovation projects and the Road Runner Food Bank of Albuquerque.
- **Private Santa Photos:** Will be held by appointment at On The Shoot Photo Parlour (423 San Felipe St. NW – Albuquerque, NM 87104) on Wednesdays, December 4<sup>th</sup>, 11<sup>th</sup> and 18<sup>th</sup>. Professional photos prints are offered with packages ranging from \$22 to \$40. Emailed images are available. Indoor visits include Victorian costume options. Call for appointments: (505) 639-5447.
- **“The Magic & History of Christmas Tours of Old Town Albuquerque”:** Tours will be held at 2pm on Saturdays & Sundays in December and on Christmas Eve. Tickets are \$25 for Ages 13 to 99 and \$15 for ages 12 and under. The tour includes the history of some of our most beloved customs and traditions as well as how the holiday has been celebrated in Old Town for the past 307 years. Each tour guest receives a keepsake photo with Santa. Reservations are required. **Personal Santa Home Visits:** Private visits allows for more personalized time with the children with a relaxed and comfortable setting which creates better photos and memories.
- **Santa at Holiday Parties & Events:** Santa can attend for as little as fifteen minutes and up to several hours. Santa Visits make every holiday event memorable. Santa is available for Breakfast, Lunch or Dinner with Santa fundraising events
- **Personal Phone Call from Santa:** Children can receive a live two-minute phone call from Santa for \$10 that can be scheduled on the date and time of your choice.
- **“Sneak-A-Peek” visits from Santa on Christmas Eve or Christmas Day:** Children will see Santa in their own home as he places presents for each child under their Christmas Tree. Five exclusive time slots are available on Christmas Eve and Christmas Morning. Rates are \$250 per visit.

Reservations and further information available: Phone: (505) 246-TOUR (8687) / Email: [Old\\_Town\\_Santa@comcast.net](mailto:Old_Town_Santa@comcast.net) / Website: <http://toursofoldtown.com/events.php> / Facebook: <https://www.facebook.com/OldTownSanta>