



City of La Verne

NEWS RELEASE

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La Verne Spreads Holiday Cheer Through Modified and Virtual Winter Events

LA VERNE, CA – Although the coronavirus has impacted many celebrations, the City of La Verne plans to continue its holiday traditions in both virtual and modified settings while also introducing a few new ones. This winter season, the City will be hosting four (4) virtual and three (3) modified events for all La Verne residents to enjoy.

The La Verne holiday season would not be complete without the City's annual **Christmas Tree Lighting** event. In order to help protect the community, the City will hold this merry and bright event virtually this year on Monday, **December 7th** before the City Council meeting at 6:30 PM.

Because La Verne residents enjoyed the City's Halloween contests, the City is excited to continue the competitive festivities with its first ever **Holiday Coloring Contest**. Children aged three to 12 are encouraged to color or add their personal touch to this [coloring sheet](#), which is also available for pick up at the Community Services Department in City Hall. Decorated coloring sheets may be dropped off at the Community Services Department in City Hall during operating hours or via the Community Services Drop Box. All submissions are due Monday, **December 7th** and winners will be notified soon after.

The City will also be hosting two other virtual competitions for residents to unleash their creativity and put their holiday spirit on display. All residents are invited to "deck their halls" and enter the City's **Holiday Home Decorating Contest** by taking up to three photos of their festive home decorations and submitting them through [the City's website](#). La Verne residents are also encouraged to take one (1) photo of themselves wearing their most amazingly horrendous holiday sweater as part of the City's **Ugly Sweater Contest**, which can be submitted on our [website here](#). There are five (5) ugly sweater contest categories, including Pets, Tots (0-3), Children (4-12), Adults (13+) and Family/Group sweaters. The deadline for both the home decorating and ugly sweater contest is Wednesday, **December 16th**.

In addition to indulging in one's competitive spirit, La Verne residents will also have the opportunity to spread holiday cheer by giving to those who need it most through the City's annual **Spark of Love Toy Drive**. While toys cannot be accepted at the fire stations due to COVID-19 and related sanitation requirements, residents can donate a toy through a designated [Target registry](#) and the toys will be delivered directly to the fire station. Residents who choose to donate gift cards and monetary donations can do so directly to the fire station, located at 2061 3rd Street, through Friday, **December 18th**. For more information, please call the La Verne Fire Department at (909) 596-5991.



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La Verne residents will also be able to experience the magic of the season through the City's modified in-person events. The **Winter Wonderland Drive-Thru** event will take place on Saturday, **December 19th** from 5 to 8 PM. Residents will be able to drive through the City Hall parking lot to receive treats, crafts and a special Christmas morning goodie bag. And the Community Center, Police Department, City Council, Fire Department and La Verne Preschool staff will be joined by a very special guest – Santa Claus himself! Pre-registration is required to attend this fun and free event, and residents can sign up [here](#) or in-person at the Community Services Department in City Hall.

To “wrap” up the holiday season, beginning at 7 AM Santa will make his annual tour through the neighborhoods of La Verne on **Christmas morning** (December 25th). Since no candy bags will be distributed on Christmas morning, Santa will travel with a much smaller crew this year and will only be accompanied by a lead car announcing Santa's arrival. Be sure to come out and wave to Santa and his crew as they travel back to the North Pole!

The City of La Verne looks forward to helping make spirits bright this holiday season. For more information or questions on these joyous winter celebrations, please contact La Verne's Community Services Department at (909) 596-8700.

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