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Christmas in July coming to downtown Guntersville

Shopping event offers discounts and children's activities on July 1
Guntersville, Ala. - July 1 may rival Black Friday as the best and busiest shopping day of the year in downtown Guntersville.

The Lake Guntersville Merchants Association is hosting a Christmas in July shopping event from 9 a.m. to 4 p.m. with a full day of shopping discounts and fun activities.

Guntersville merchants will feature a variety of sales and promotions on summer clothing, outdoor sporting goods, gift items, and home decor throughout the day.

"There is no better time to buy the best summer essentials and home decor," said Lisa Baker, owner of Bakers on Main and president of the LGMA. "This is also the perfect opportunity to stock up on gift items for birthdays, Christmas, and other holidays. You won't find better deals all year from our local retailers."

While moms shop, dads and children can enjoy a Daddy Daycare at Errol Allan Park with free outdoor activities, crafts, and entertainment. Food trucks will also be available on Taylor Street next to Errol Allan Park.

Santa and Mrs. Claus, dressed in their summer lake attire, will be roving the streets and stores and visiting Daddy Daycare to greet children and take pictures.

Shoppers can end their day with dinner, drinks, and live music by the lake at the City Harbor center. They are encouraged to dress in luau attire for an extra festive touch.

"The Lake Guntersville Merchants Association believes small business is the heart of the city, and we want to see our local retailers thrive," Baker said. "The Christmas in July event is the perfect opportunity for those in and around our community to see just how much our Guntersville merchants have to offer in goods, services, and dining options."

Plan your Christmas in July shopping trip in downtown Guntersville by visiting the Lake Guntersville Merchants Association and Christmas in July event pages on Facebook.

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