



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2020087

DATE: 1 December 2020

RE: Santa to visit Amherst

AMHERST, Nova Scotia – Santa Claus is coming to town.

The jolly elf will be visiting Amherst on Saturday, Dec. 12, 2020, and Sunday, Dec. 13, 2020, starting at noon on each day.

“I was disappointed the stationary parade had to be cancelled because I was looking forward to visiting the town, but I’m delighted today to say I’ve been able to find time in my busy pre-Christmas schedule to make these visits,” Santa said in a letter that arrived at Amherst town hall on Nov. 27, 2020, and is postmarked the North Pole.



SANTA CLAUS IS COMING TO AMHERST ON DEC. 12 AND DEC. 13, 2020.
(TOM MCCOAG / TOWN OF AMHERST)

“I’m looking forward to seeing the citizens – especially the children – of Amherst in a manner that follows the Nova Scotia public health orders, such as safe physical distancing, and ensures the health and safety of all during this COVID-19 pandemic.”

Santa said he is also looking forward to working with members of the Amherst fire and police departments, who have volunteered to escort him around the community as he is driven throughout the town in an open-topped, four-door Jeep Wrangler provided by Amherst Chrysler.





Working with the two departments, Santa has divided the town into nine sections, each one of them named after one of his reindeer.

“On Saturday, Dec. 12, 2020, I will be visiting the Dasher, Prancer, Dancer and Vixen sections,” Santa said. “The next day, Sunday, Dec. 12, 2020, I will be visiting the Comet, Cupid, Donner, Blitzen and Rudolph sections.”

To aid people in knowing where those sections are, Santa included two maps in his letter outlining the sections. They are included in this release and can also be seen on the town’s website at <https://amherst.ca/events.html>. (see below)

“Members of the town’s well-being crew have also volunteered to help me keep citizens updated on my visit to Amherst,” Santa said. “They will be making regular live reports on where I am via Facebook Live, which can be seen on the recreation department’s Facebook page at <https://www.facebook.com/amherstrecreation>.”

“I know this isn’t how we’ve traditionally visited with each other before Christmas, but given the pandemic and the need to help flatten the curve and beat COVID-19, I believe this is the safest way for me to visit you.

“I look forward to seeing as many people – especially the children – during the visit as I can. I look forward to wishing each of you a Merry Christmas, a Happy Holiday and a wonderful new year.”

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Direct enquiries to:
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TOWN OF Amherst NOVA SCOTIA

Santa will travel in these sections, named after Dasher, Dancer, Prancer and Vixen, on Saturday, Dec. 12, 2020.



Santa will travel in these sections, named after Cupid, Comet, Donner, Blitzen and Rudolph, on Sunday, Dec. 13, 2020.

