



CATHEDRAL CITY WEEKLY NEWSLETTER

December 12, 2019

Community Update

By Chris Parman, Communications / Events Manager



It's the Most Wonderful Time of the Year in Cathedral City

Bring the entire family to the 3rd Annual Snow Fest, presented by Quick Quack Car Wash, in Downtown Cathedral City on Saturday, December 14, 2019 from 11 am to 7 pm to celebrate the “most wonderful time of the year!” Emceed by Morning News Anchor Joe Smith of NBC Palm Springs, the annual event includes an expanded lit Main Street at Santa’s North Pole. Snow-Fest captures all the holiday spirit and places it at one event with holiday music and carolers, Santa Claus, holiday tree lighting ceremony featuring America’s Got Talent Finalist Singer Emily West, a 10,000 Candy Cane Drop for Kids, bike giveaways for kids, free movies at the Mary Pickford Theatre, free ice skating passes to Desert Ice Castle, and a silent auction featuring “Charlie Brown Christmas Trees” decorated by local celebrities benefiting the Cathedral City Senior Center. You will also enjoy an outdoor holiday market, food, treats, and beverages including hot chocolate. The kids are going to love playing in the “snow” or the illusion of snow with our play area full of snow bubbles. New this year is our Snow Fest Express, a miniature train that will provide free rides around Downtown Cathedral City. Free admission and free parking.

North Pole Village

Thanks to the Cathedral City Public Arts Commission and the amazing mural work by local artists, the “North Pole Village” will come to life in front of City Hall. This expanded Hollywood-style movie set depicts “main street” at Santa’s North Pole - all lit with holiday lights. It is the ultimate backdrop for the family holiday pictures and selfies. The “North Pole Village” features 20 store

fronts painted as if they came right out of a children's book and sponsored by Quick Quack Car Wash (Don't Drive Dirty), McDonald's, Shottenkirk Desert Lexus, Cathedral City Public Arts Commission, Volkswagen of Palm Springs, La Michoacana Ice Cream Parlor, Power of Three Realty Team (Art, Terry, & Kara Robinson), Frazier Pest Control, Ramon Chevron Service, Cathedral City Evening Rotary, Mother Earth's Farmacy, The Runway (Dining, Drinks, & Drag), Tortillas Mexican Restaurant / Councilmember Ernesto Gutierrez, the City Council of Cathedral City, Pepsi, former Councilmember Shelley Kaplan, Mary Pickford Theatre, Desert Ice Castle, and the Cathedral City Senior Center. Best of all, the "North Pole Village" will remain up as a static display all the way through the beginning of the New Year.

Holiday Outdoor Market (11 am to 7 pm)

Looking for a unique holiday gift? The Snow Fest Holiday Outdoor Market, operated by A La Carte Events, opens at the City Parking Lot near Highway 111 and Buddy Rogers Avenue adjacent to the Bell Tower. Come early as the outdoor market will offer holiday arts & crafts, shoes, jewelry, household goods, clothing, accessories, and much more for that perfect and unique holiday gift. Plus, there will be several food and beverage vendors to keep you fueled for the best shopping atmosphere.

10,000 Candy Cane Drop for Kids

At 4 pm, bring the kids so they can gather up as much candy as possible for the 10,000 Candy Cane Drop that occurs after Santa's arrival at the Festival Lawn. Thanks to La Michoacana Ice Cream and Candy Store located at the corner of Vista Chino Drive and Landau Boulevard in Cathedral City, children will line-up around the candy drop area as Santa gives the final okay to enter the candy drop area for the wonderful treats for kids to enjoy during this holiday season.

Mayor's Holiday Tree Lighting Ceremony

At 6:00 pm, NBC Palm Springs Morning Anchor Joe Smith and Mayor John Aguilar will participate in the annual holiday tree lighting ceremony. The entire crowd will countdown from 10 for the splendor of the season as the 20' holiday tree in front of city hall will shine as a beacon of hope. Thanks to our sponsor, Mother Earth's Farmacy, the holiday tree will remain up and lit through the beginning of the New Year. Shortly after the tree lighting ceremony, America's Got Talent Finalist and Singer Emily West will sing several holiday songs for the public's enjoyment.

Snow Bubbles Play Area for Kids

It would not be "Snow Fest" without snow... or at least the illusion of snow. Thanks to the Runway Restaurant, children will have an area in Town Square Park to frolic and play in snow bubbles between 2 pm and 4 pm. This play area was a huge hit last year and provided parents with great photos to share with the entire family.

Local Celebrity Decorated "Charlie Brown Christmas Trees" Silent Auction

Throughout the day, attendees can bid at the Silent Auction on 20 "Charlie Brown Christmas Trees" signed and decorated by local celebrities including Mayor John Aguilar, Dinners with Patsi, City Manager Charlie McClendon, California Jazz Foundation, S.C.R.A.P. Gallery, and many more. All proceeds of the silent auction benefit the Cathedral City Senior Center. You can enjoy a one-of-a-kind tree and help a wonderful non-profit, all at the same time.

Holiday Music and Carolers

Snow Fest has a great line-up of wonderful holiday music provided by Jacobsway Productions with LIVE entertainment from Desert Carolers, Cathedral City High School Band, Cathedral City High School Choir, and carolers singing throughout the event.

Snow Fest Express – Train Rides

Bring the kids and enjoy riding the free Snow Fest Express holiday train that will take them on a tour of Downtown Cathedral City. All aboard this festive train that is sure to instill the holiday spirit from 11 am to 7 pm.

Kids Bicycle Giveaways, Movie and Ice Skating Passes

When you arrive to Snow Fest, go to the Information Booth for some free passes and a bicycle raffle. First, pick up a free raffle ticket for the drawing of a child's bicycle that will be given away every hour on the half-hour starting at 11:30 am. A total of eight bicycles will be given away throughout the day. You must be present to win. Second, Desert Ice Castle and the City have teamed together to provide up to 300 passes to go ice skating the following Tuesday evening for free. This includes free admission and free ice skates at Desert Ice Castle on Perez Road.

Tickets are given away on a first-come, first-serve basis. A maximum of two tickets given to each person.

The Mary Pickford Theatre is also joining in on the spirit of the season. You can go to the Mary Pickford Box Office and receive a free pass for the movie, "Polar Express" that will play twice at 10:00 am and 7:00 pm inside the Mary Pickford Theatre adjacent to the Snow Fest event. Tickets are limited to a total of 135 seats. Passes available on a first-come, first-serve basis.

Holiday Concert with Emily West

America's Got Talent Singer Emily West will perform a full concert during this year's Snow Fest at the new CVRep Playhouse in Downtown Cathedral City on Saturday, December 14, 2019 at 7:30 pm. A few tickets are still available at www.CVRep.org/Tickets

Emily West won crowds over as a finalist on America's Got Talent with her re-imagined versions of songs like the Moody Blues' "Nights in White Satin" and Sia's hit "Chandelier." Emily will perform an intimate holiday concert singing her favorite holiday renditions and the songs that have made her famous. VIP ticket holders will be provided an opportunity to meet Emily after the concert along with taking a photo with her.

For the latest festival information, go to www.SnowFest.us

Please thank our sponsors for without them, Snow Fest would not be possible. They include Quick Quack Car Wash (Don't Drive Dirty), McDonald's, Shottenkirk Desert Lexus, Cathedral City Public Arts Commission, Volkswagen of Palm Springs, La Michoacana Ice Cream Parlor, Power of Three Realty Team (Art, Terry, & Kara Robinson), Frazier Pest Control, Ramon Chevron Service, Cathedral City Evening Rotary, Mother Earth's Pharmacy, The Runway (Dining, Drinks, & Drag), Tortillas Mexican Restaurant / Councilmember Ernesto Gutierrez, City Council of Cathedral City, Pepsi, former Councilmember Shelley Kaplan, Mary Pickford Theatre, Desert Ice Castle, and the Cathedral City Senior Center.

NEWS



John Aguilar Becomes Cathedral City's First Latino Mayor

With 68% of our residents identifying as Latino, many celebrated the historical milestone made last night as Mayor Pro Tem John Aguilar became Cathedral City's first Latino mayor. Aguilar received a standing ovation after taking his Oath of Office with his husband, Bruce, standing next to him in support. That, too, was a first for Cathedral City having a first ...[Read more.](#)



Caution Alert from CCPD: Kirby Vacuum Sales

The Cathedral City Police Dept. has received inquiries and tips regarding door-to-door solicitors selling a cleaning system or cleaning product for carpets and floors. This media release is to ask the public to remain cautionary when dealing with door-to-door sales situations and this media release does not represent an opinion about the product. Cathedral City Police have received reports ...[Read more.](#)

Snow Fest Happens This Saturday, December 14th in Downtown Cathedral City

<https://www.youtube.com/watch?v=4RvjSVopr0w> Bring the entire family to the "North Pole Village at Snow Fest," presented by Quick

Quack Car Wash, in Downtown

Cathedral City on Saturday,

December 14, 2018 from 11 am to 7 pm to celebrate the "most wonderful time of the year!" The annual event includes: Expanded Lit Main Street at Santa's North Pole Holiday Outdoor Market
Santa Claus ...[Read more.](#)



EVENTS



North Pole Village at Snow Fest

This annual event captures all the holiday spirit and places it at one location with a lit Main Street at Santa's North Pole, holiday music and carolers, Santa Claus, holiday tree lighting ceremony, a 20,000 Candy Cane Drop for Kids, Snow Bubble Play for Kids, children's bike giveaways, free movie at the Mary Pickford Theatre, free ice skating passes to ...[Read more.](#)

Snow Fest Concert with Singer Emily West

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Cookies, Cocktails and Crazy Sweaters

Indulge on some free holiday cookies, enjoy a purchased beverage or two, and watch your fellow neighbors and friends compete in the "ugliest sweater contest." This contest takes place in six bars in Cathedral City, over six weeks, with one cherished Golden Pass valued at \$600 in prizes. All presented by the Cathedral City Gay Business Association. Anyone 21 years ... [Read more.](#)

Cookies, Cocktails & Crazy Sweaters

Pull out that ugly sweater and some ugly ornaments and enter to win each Monday!

Every Monday from November 18 - December 23
Cocktails at 6pm - Ugly Sweater Contest at 7pm

Hosted by **Angelique VaGorgeous**
(Winner of the 2020 Cat City Drag Race)

Music by **DJ Galaxy**

Grand Prize Winner Receives the **"Golden Pass"**
\$600 Prize Package

3 Celebrity Judges
2 Randomly Picked Audience Member Judges Each Week!

Free Holiday Cookies
(While Supplies Last)

See Official Rules at www.DiscoverCathedralCity.com

Six Bars, Six Weeks, One Golden Pass!

Map locations:

- 1. Trunks Bar (3677 Cathedral City, Cathedral City, 760.321.6557)
- 2. The Boost (8715 E Palm Canyon Dr, Cathedral City, 760.321.8855)
- 3. The Baracca (4705 E Palm Canyon Dr, Cathedral City, 760.321.9999)
- 4. Studio One (11150 W, Cathedral City, 760.321.1000)
- 5. The Runway (4500 Via Verde Dr, Cathedral City, 760.321.7800)
- 6. AMP (Pineapple) (13023, Cathedral City, 760.321.1000)

Week	Location	Date
1	Trunks	11/18
2	The Boost	11/25
3	The Baracca	12/02
4	Studio One	12/09
5	Runway	12/16
6	AMP (Pineapple)	12/23

CCGGBA CATHEDRAL CITY GAY BUSINESS ASSOCIATION

Logos: GED, NIOSH, LGBTQ+, and others.

Movies in the Park - December 28

Gather the family, blankets and/or chairs for "Movies in the Park" located at Panorama Park, 28905 Avenida Maravilla, in Cathedral City. The free event, hosted by the City of Cathedral City, happens once a month on a Saturday evening between November and May, at dusk.

You are welcome to bring snacks or non-alcoholic drinks. Great Family FUN!... [Read more.](#)




First Friday Art Walk - Perez Plaza H and I


Go Where ART Lives! Cathedral City is the place for wonderful art and design galleries. Every First Friday of the month, the galleries in Perez Plaza Suites H & I will host the First Friday Art Walk along Perez Road from 5 pm to 8 pm between Date Palm Drive and Cathedral Canyon Drive. You can meander in and out ...[Read more.](#)




Two for Tuesday
at
DESERT ICE CASTLE
1st Tuesday of Every Month



Cathedral City residents can ice skate for half-price on the first Tuesday of every month (excluding holidays) at Desert Ice Castle. Just bring proof of being a Cathedral City resident, such as a Driver's license, copy of a utility bill, or any other form of residential proof. Ages 3 years and up.

 **DESERT ICE CASTLE**
68-600 Perez Road
Cathedral City
(760) 324-0400
info@deserticecastle.com

 Cathedral City

www.DiscoverCathedralCity.com

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For Questions or Comments, Contact Chris Parman, Communications and Events Manager
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