



**Holidayfest**  
 SAT., DEC. 6<sup>TH</sup> 12-5p  
 ON SOUTH LAKE AVENUE  
 PASADENA 2014

*A Special Thank You*  
 TO THE FOLLOWING  
 PARTICIPATING BUSINESSES

- |                               |                           |                                |
|-------------------------------|---------------------------|--------------------------------|
| Alexandria II Bookstore       | J Beverly Hills Salon     | SECO New American              |
| Arnold's Fine Jewelry         | Jamba Juice               | SoulCycle                      |
| Assistance League of Pasadena | LA Fitness                | Souplantation                  |
| B.Luu                         | Little Kuts               | Starbucks (Lake/California)    |
| Carnelian Salon               | Magnolia House            | Talbots                        |
| Corner Bakery Café            | Massetti Café Mobile      | Ten Thousand Villages          |
| Custom Comfort Mattress       | Merle Norman Cosmetics    | The Bee Cottage                |
| Diamond Vision Optometry      | Monaco Audio Video        | The Counter                    |
| Draper's & Damon's            | Nothing Bundt Cakes       | Tiny Universe                  |
| DryBar                        | Orvis Sporting Traditions | Togo's Sandwiches              |
| Du-par's Restaurant & Bakery  | Peninsula Luggage         | Trattoria Neapolis             |
| 18   8 Fine Men's Grooming    | Pie 'N Burger             | Which Wich Superior Sandwiches |
| Einstein Bros. Bagels         | Pottery Barn Kids         | Williams-Sonoma                |
| European Wax Center           | Real Food Daily           | Winchell's                     |
| Fish Dish Grilled Seafood     | Right Start               | Yogurtland                     |
| Float                         | Salutations Home          | Yuan Lyu Boutique              |
| giggle                        | Sanrio Pasadena           |                                |
| Green Street Restaurant       | SanSai Japanese Grill     |                                |

*Celebrate the Season*  
 WITH SPECIAL EVENTS AROUND  
 THE DISTRICT

- PHOTOS WITH SANTA \* POPCORN MACHINES \*
- HOLIDAY GIVEAWAYS AND SCAVENGER HUNT RAFFLE \*
- LIVE MUSIC \* COOKING DEMONSTRATIONS \*
- ROAMING HOLIDAY CHARACTERS \* COOKIE DECORATING \*
- 25' FT ROCK CLIMBING WALL \* HORSE & CARRIAGE RIDES \*
- SINGING CAROLERS \* CRAZY HOLIDAY PHOTO BOOTH \*
- EURO BUNGEE TRAMPOLINE \* HOLIDAY FACE PAINTING \*
- AND MUCH, MUCH MORE!!

**Complimentary Parking & Admission**

PARKING IS AVAILABLE AT CORPORATE CENTER PASADENA  
 251 S. LAKE AVENUE, PASADENA



**South Lake Business Association**  
 (626) 792-1259 \* [www.southlakeavenue.org](http://www.southlakeavenue.org)  
 Like us on FB at [facebook.com/southlakeavenue](https://www.facebook.com/southlakeavenue)  
 and follow us on Twitter @[@southlakeavenue](https://twitter.com/southlakeavenue)

FOR COMPLETE DETAILS AND ACTIVITY INFO  
 PLEASE VISIT [WWW.SOUTHLAKEAVENUE.ORG](http://WWW.SOUTHLAKEAVENUE.ORG)



\*Details Subject to Change



Look  
 Inside for  
 Other Exciting  
 In-Store Festivities

# Indulge Yourself & Get Into the Spirit of the Season

WITH THESE SPECIAL HOLIDAY OFFERS FROM PARTICIPATING MERCHANTS

## Children's Retail

- 1 giggle**  
\* Complimentary cookies
- 2 Pottery Barn Kids**  
\* 10% off entire purchase during event
- 3 Right Start**  
\* Refreshments; 10% off selected items

## Food & Dining

- 4 Corner Bakery Café**  
\* 10% off purchase if participating in the Scavenger Hunt
- 5 Du-par's Restaurant and Bakery**  
\* Free hotcake for kids; \$2 for any slice of pie
- 6 Fish Dish Grilled Seafood**  
\* Free bowl of Clam Chowder with purchase of an entrée plate
- 7 Float**  
\* Complimentary candy canes and special hot chocolate
- 8 Jamba Juice**  
\* 9 oz. Pumpkin Smash smoothie for \$2
- 9 Magnolia House**  
\* Enjoy holiday spirits & small plates starting at 4PM
- 10 Massetti Caffè Mobile**  
\* Special pricing on Peppermint hot chocolate, Nutella lattes & Nutella brownies

- 11 Nothing Bundt Cakes**  
\* Samples of Chocolate Chocolate Chip cake with signature butter cream cheese frosting; Bundtlet coupons
- 12 Pie 'N Burger**  
\* Complimentary cookies
- 13 Real Food Daily**  
\* Complimentary peppermint hot chocolate & holiday cookies; 15% off coupons
- 14 SanSai Japanese Grill**  
\* \$5 off any purchase & coupons
- 15 SECO New American**  
\* Extended happy/social hour from 12-6:30pm on day of event only

- 16 Souplantation**  
\* Free drink with a purchase of adult meal
- 17 Starbucks (Lake/California)**  
\* Holiday beverage and food samples
- 18 The Counter**  
\* Samples of holiday shakes
- 19 Togo's Sandwiches**  
\* Complimentary cookies & hot chocolate; \$5 for Any Classic 6" Sandwich

- 20 Trattoria Neapolis**  
\* Photo opportunity with Pasadena Civic Ballet dancers/costumed princesses; Complimentary holiday sweets

- 21 Which Wich Superior Sandwiches**  
\* Free cookie or chips with purchase of any sandwich; Free large drink with purchase of medium sandwich; Free cookie samples

- 22 Winchell's**  
\* 20% off entire purchase

- 23 Yogurtland**  
\* 3 oz. free coupon with purchase

## Health, Beauty & Fitness

- 24 Carnelian Salon**  
\* Complimentary holiday cookies
- 25 Diamond Vision Optometry**  
\* 20% off Eyewear Purchase
- 26 18|8 Fine Men's Grooming**  
\* Complimentary clean-ups with beverages
- 27 European Wax Center**  
\* Gift wrapping with all purchases of products; Purchase 3 or more products & get 20% off
- 28 J Beverly Hills Salon**  
\* Aveda Gift Bar (customize your gift); Complimentary holiday cookies, coffee, latte, cappuccino; Product Raffle!
- 29 LA Fitness**  
\* Free guest passes

- 30 Little Kuts**  
\* \$2 off any service; free reindeer food craft; Complimentary lollipops

## Home & Gifts

- 31 Assistance League of Pasadena**  
\* 20% off purchase if participating in the Scavenger Hunt
- 32 Custom Comfort Mattress**  
\* Complimentary cookies, egg nog, water & hot chocolate
- 33 Monaco Audio Video**  
\* Complimentary snacks & refreshments; In-store drawing
- 34 Salutations Home**  
\* 10% off Christmas ornaments, excluding McKinzie-Childs' ornaments
- 35 Ten Thousand Villages**  
\* Complimentary holiday cookies & hot chocolate; Music
- 36 The Bee Cottage**  
\* Complimentary coffee, hot cocoa & cookies
- 37 Tiny Universe**  
\* 10% off all purchases over \$25

- 38 Williams-Sonoma**  
\* Artisan Market w/ local artisans & food vendors; Cooking demonstrations and holiday promotions; Complimentary hot chocolate

## Men's & Women's Clothing

- 39 B.Luu**  
\* 20% off one regular priced item, cannot be combined with any store promotions or B.Luu gift cards
- 40 Draper's & Damon's**  
\* 20% off full priced merchandise
- 41 Orvis Sporting Traditions**  
\* Complimentary refreshments
- 42 Talbots**  
\* 25% off entire purchase; Complimentary holiday treats
- 43 Yuan Lyu Boutique**  
\* 10% off purchase on day of event

## Specialty Retail

- 44 Arnold's Fine Jewelry**  
\* Complimentary cookies & punch
- 45 Peninsula Luggage**  
\* Promotional sale on brand name luggage
- 46 Sanrio Pasadena**  
\* 2015 Hello Kitty Datemate with purchase over \$30

## North Pole Kid Zone

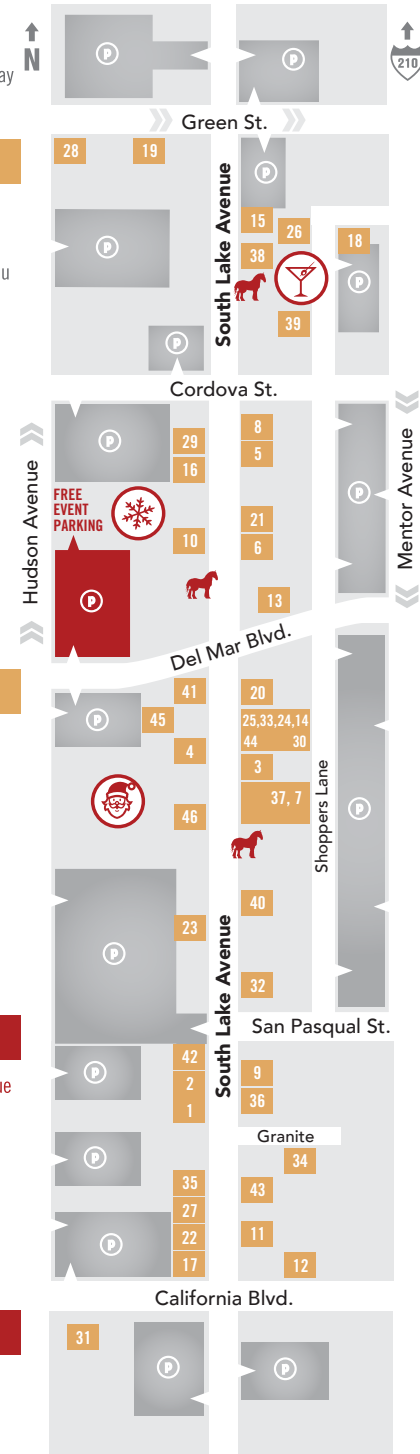
- Corporate Center Pasadena 251 S. Lake Avenue**
- \* Make Your Own Ornament Table
  - \* Crazy Holiday Photo Booth
  - \* Euro Bungee Trampoline
  - \* Holiday Face Painting
  - \* 25' Foot Rock Climbing Wall
  - \* Complimentary Holiday Treats for Kids

## Santa's Village

- The Shops on Lake 345 S. Lake Avenue**
- \* Live Music Stage
  - \* Popcorn Machines
  - \* Holiday Giveaways and Scavenger Hunt Raffle
  - \* Photos with Santa

## Holiday Happy Hour

- The Commons 140 S. Lake Avenue**
- \* Happy Hour
  - \* Artisan Market
  - \* Cooking Demonstrations
  - \* Live DJ
  - \* Complimentary Hot Chocolate
  - \* Holiday Promotions
  - \* Cookie Decorating Station



\* Details Subject to Change

## District Wide Activities

- \* Roaming Holiday Characters
- \* Scavenger Hunt
- \* Horse & Carriage Rides
  - 140 S. Lake Avenue
  - 251 S. Lake Avenue
  - 388 S. Lake Avenue
- \* Singing Carolers
- \* In-store promotions