

FOR IMMEDIATE RELEASE

November 12, 2024

Midland Cultural Centre to Host Holiday Market on Santa Claus Parade Day: A Community-Centered Celebration of Art, Local Giving, and Holiday Cheer

MIDLAND, ON – The Midland Cultural Centre (MCC), in collaboration with its esteemed arts and cultural tenant partners, **Huronia Players** and **Quest Art School & Gallery** is thrilled to announce the **Holiday Market** on **Saturday, November 30, 2024**. Coinciding with the local annual Santa Claus Parade, this festive event will showcase over 25 local artisans and craftspeople, each offering unique, handcrafted goods perfect for holiday gifting or treating yourself to something special.

The Holiday Market, open throughout the day, promises a one-of-a-kind shopping experience. Local residents and visitors alike are encouraged to explore a wide variety of handmade products, from fine arts and crafts and bespoke gift items.

“Quest is thrilled to collaborate with the Midland Cultural Centre and Huronia Players for our upcoming Holiday Market. This event offers a unique opportunity to showcase the incredible talents of local artisans and makers while celebrating the creativity and spirit of our community. Together, we look forward to bringing life, vibrancy, and seasonal cheer to downtown Midland, and invite everyone to join us in supporting local to find all of those perfect, one-of-a-kind gifts for everyone on your list” – **Lawrence Sagar, Executive Director, Quest Art School + Gallery**

Throughout the day, cast and creative team members of the upcoming winter production of “Anne of Green Gables, A New Musical” will be doing a Christmas reading of “The Night Before Christmas”.

“Huronia Players welcomes the community to celebrate the holiday season and bring people together in this cultural hub. Enjoy the day of festive cheer.” - **Stacey Dorion, President, Huronia Players**

In addition to celebrating the creative talents of Midland’s vibrant artistic community, the MCC and its partners are committed to making a difference this holiday season by supporting local charities.

A Season of Giving Back

In the true spirit of the season, attendees are invited to participate in several charitable initiatives as they enjoy the festivities. Visitors can make a tangible impact on their community by bringing one or more of the following items to the Holiday Market:

- **Non-perishable food items** for donation to the **Georgian Bay Food Network**, helping provide meals for those experiencing food insecurity during the holidays.

“During the holidays, the need for food support grows, and each contribution goes a long way in supporting local families. We’re grateful to everyone making a difference.” – **Alexandria Hamelin, Executive Director, Georgian Bay Food Network**

- **New winter clothing items** (including hats, scarves, mittens, and boots) for **Warm And Cozy**, a local organization that ensures warm clothing reaches individuals in need throughout the winter.

“Warm And Cozy Children's Charity has been operating for eighteen years supplying winter clothing to needy children in the Georgian Bay communities. We work through 15 schools and the Rosewood Women and Children's Centre. Due to the high cost of living many are having a hard time managing and are having to decide paying the rent or buying food. Unfortunately, children's need for new warm clothing fails to make the list. That is where Warm And Cozy Children's Charity steps in.” – **Phyllis Stanley**, Warm & Cozy Children's Charity

- **New, unwrapped toys** for the **The Rock 95 & Kool FM Toy Drive**, which will brighten Christmas morning for local children and families.

These efforts, combined with the showcase of local talent, highlight MCC's mission to bring art and culture into the heart of the community, enhancing lives and creating spaces where people can connect, give, and celebrate together.

“A key component of what arts and culture does is strive to make people's lives better,” said **Dan Broome**, **Executive Director** of the Midland Cultural Centre. *“This holiday season, we're using our space to encourage the community to come out, support local artisans and craft makers, and help make the holiday season a little brighter for those in need.”*

Event Details

- **Date/Time:** Saturday, November 30, 2024, 9am-4pm
- **Location:** Midland Cultural Centre, 333 King Street, Midland, ON
- **Admission:** Free, with encouraged donations (non-perishable food, winter clothing, or new toys)

This unique market not only offers an opportunity to support local artists but also serves as a reminder of the power of community and generosity. The MCC, Huronia Players, and Quest Art School & Gallery warmly invite everyone to join in the festivities and share in the spirit of giving.

[Huronia Players](#)

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