GEORGETOWN DC BUSINESS IMPROVEMENT DISTRICT
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FOR IMMEDIATE RELEASE

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2nd Annual Georgetown Jingle Holiday Event to Feature Musical Acts in 10+ Outdoor Locations on Dec. 6

Additional Merriment in Georgetown holiday programming to include a Swedish holiday market and St. Lucia candlelit choir, Georgetown Cookie Tour, self-guided cocktail crawl, holiday gift guides and more.

Washington, D.C. (November 12, 2025) – The Georgetown Business Improvement District is announcing its second annual Georgetown Jingle holiday music event on Saturday, December 6 from 1 pm – 4 pm. The festive event will feature music performances at 10+ outdoor locations throughout Georgetown. More than 40 Georgetown shops, restaurants, and services are also offering special discounts, complimentary refreshments, and/or pop-up in-store events that day.

Diverse musical acts will perform holiday favorites and festive songs alike in streateries, plazas, and other outdoor venues – from soul to jazz, a cappella, pop, DJ sets, and kids' music. Artists will be announced in late November. Visit georgetowndc.com/jingle for the full performance line-up and map of locations (coming soon), as well as specials from Georgetown shops and restaurants.

Following Georgetown Jingle, visitors can head to the Georgetown Waterfront to see the **St. Lucia Choir** performing from 5 pm – 6 pm outside of the Embassy of Sweden. The candlelit choir will honor a beautiful Swedish tradition as they sing carols and light the way.

Additional Merriment in Georgetown programming that day will include:

- **Swedish Holiday Market**, Embassy of Sweden, 10 am - 5 pm. A beloved holiday tradition in DC, the one-day market features Nordic vendors and artists selling their arts and crafts, including holiday ornaments, decorations, textiles, Swedish glass, gifts, books, packaged food, Glögg, candy and more.
- **Georgetown Cookie Tour:** On Saturday, Dec. 6 and Dec. 13, shoppers can support Georgetown's local businesses and build their own holiday cookie box as they go, with treats from local

bakeries. Attendees should purchase tickets here prior to the tour, which is produced by Georgetown Main Street.

- **9:30 The Truck:** 9:30 Club's box office on wheels—9:30 The Truck—will be onsite offering customers a chance to purchase fee-free tickets and to enter-to-win a pair of tickets to the concert of their choice.

MORE *MERRIMENT IN GEORGETOWN* HIGHLIGHTS THROUGHOUT THE SEASON

- **Small Business Saturday:** Dozens of Georgetown small businesses are participating in Small Business Saturday on Nov. 29, offering in-store promotions, events and discounts.
- **Georgetown Gift Guides:** Four holiday gift guides are curated with some of Georgetown's most unique finds. Whether you're buying on a budget or looking for a seasonal treat, we have you and your shopping lists covered. Gift Guides are available at georgetowndc.com/guides.
- ***Making Spirits Bright* Cocktail Crawl:** More than 15 restaurants and bars are serving special holiday cocktails throughout the month of December. Take a self-guided cocktail crawl using our holiday cocktail guide (georgetowndc.com/guide/holiday-cocktails).
- **Outdoor Ice Skating:** DC's largest outdoor ice skating rink at Washington Harbour is back beginning November 20 for another season - open for skating every day along the Potomac, including holidays. Visit thewashingtonharbour.com/ice-skating.
- **More Unexpected Holiday Cheer:** Georgetown's Calendar of Events includes even more holiday events and promotions. Visit georgetowndc.com/calendar for more.

Visitors are encouraged to follow Georgetown on Instagram (@officialgeorgetowndc), Facebook (@OfficialGeorgetownDC) and X (@georgetowndc) this holiday season and participate and share via the hashtags #GeorgetownJingle and #MerrimentInGeorgetown.

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About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.