

ARSENAL YARDS

Contact: Katie Logue
marlo marketing
klogue@marlomarketing.com

FOR IMMEDIATE DISTRIBUTION



Arsenal Yards Making Sprits Bright This Season With Fun & Festive Holiday Happenings

*Arsenal Yards kicks off the holidays with yuletide events,
holiday décor, and family friendly photo ops galore, all season long*

Watertown, Mass. (November 16, 2022) – It's the most wonderful time of the year! [Arsenal Yards](#), the thriving new neighborhood in Watertown, invites area residents, workers, and visitors to *sleigh* the season and enjoy holiday happenings now through the end of the year. With a plethora of events and activations, including the launch of a *new* Christmas Tree Farm pop-up by Brewer Christmas Tree Farm in Bond Square – along with plentiful opportunities to give back to the Watertown community, guests can enjoy a packed schedule of seasonal activities and entertainment.

The festivities will kick off on Black Friday, November 25th with the unveiling of the pop-up Brewer's Christmas Tree Farm in Bond Sq, where guests can immerse themselves in a forest of fresh, beautiful balsam-fraser hybrid fir trees and pick out the perfect one. On opening day of the Tree Farm, guests are encouraged to give back at the second-annual Gift Drive benefiting the [Watertown Boys & Girls Club](#). Additional festive happenings during the holiday season include "Farm Fresh Mornings" on Mondays at the tree farm featuring coffee and treats, meet and greets with Santa for kids and pets, holiday character extravaganzas, a Menorah lighting, and oh-ho-ho-so much more.

"The holiday season is always a fun and festive time here at Arsenal Yards, and we're thrilled to invite the Watertown community to join us for so much wonderful holiday merriment this year!" said Jessica Peterson, Marketing Director at Arsenal Yards. "From the ultimate Christmas tree farm, to live music and entertainment, to holiday photos ops and more, our neighborhood offers something for everyone looking for holiday revelry. Plus, guests can either fuel up for a day full of shopping or relax with a warming glass of wine or a delicious meal at our many restaurants here at Arsenal Yards, including Taffer's Tavern, Buttermilk & Bourbon, Tori Jiro, Condesa Restaurante & Tequila Bar, City Works, Vitality Bowls, and Pokeworks!"

Visitors are encouraged to check out the Arsenal Yards [Events Calendar](#) all season long, and see below for the full current schedule of events:

Brewer Christmas Tree Farm: Nov. 25 – Dec. 11

Make the holidays *tree*-mendous at the Brewer Christmas Tree Farm in Bond Square from Black Friday, November 25th – Sunday, December 11th from 8:00AM – 8:00PM. Based in northern New Hampshire and owned and operated by Keith Brewer, the Christmas Tree Farm brings the freshest and best shaped trees to the Watertown community!

2nd Annual Gift Drive: Friday Nov. 25

On Friday, November 25th from 11:00am–3:00pm guests are encouraged to give back and bring unwrapped gift donations to Bond Square that will be donated to the Watertown Boys & Girls Club. Guests can also enjoy festive activities including face painting, treats, games and more.

Farm Fresh Mornings at the Brewer Christmas Tree Farm: Mondays, Nov. 28 & Dec. 5

On Monday, November 28th and Monday, December 5th, cozy up and enjoy complimentary coffee and tasty holiday treats while shopping for your Christmas tree!

Santa's Workshop: Tuesdays, Nov. 29 & Dec. 6

On Tuesday, November 29th and Tuesday, December 6th from 3:00–5:00PM, bring the kids to the Brewer Christmas Tree Farm for complimentary crafts alongside hardworking holiday elves! Plus, a special Christmas show by Good News Gus & the Caboose. [RSVP encouraged.](#)

Character Extravaganza: Wednesday, Nov. 30

Don't miss this exciting meet and greet on Wednesday, November 30th from 4:00–6:30PM with all your favorite holiday characters, including take-your-own photos ops with *all* the fan-favorites from Frozen, The Grinch, Elf, and The Abominable Snowman. Characters will be in the River Green and Bond Sq. [RSVP encouraged.](#)

Santa Paws: Wednesday, Dec. 7

Wag your way to Arsenal Yards on Wednesday, December 7th from 4:00–7:00PM with the return of Santa Paws! Bring your four-legged friends for photo ops with Santa, with all proceeds and pet supply donations benefiting [Ruff Tales Rescue](#). [Reservations required.](#) [Limited space available.](#)

Santa & Hot Cocoa: Thursdays, Dec. 1 & 8

On Thursday, December 1st and Thursday, December 8th from 4:00–6:00PM at the Brewer's Christmas Tree Farm, enjoy complimentary hot cocoa while you hunt for the perfect tree and take your own photos with Kris Kringle himself!

Live Music at The Farm: Fridays, Dec. 2 & 9

Kicking off the weekend on Friday, December 2nd and Friday, December 9th, enjoy live acoustic music, from 4:30 – 6:30pm in Bond Square while you select your favorite tree.

Hannukah Menorah Lighting: Monday, December 19

In partnership with [Chabad Watertown](#), the community is invited to the first-ever public menorah lighting at Arsenal Yards in Bond Sq on December 19th from 4:30–5:30PM. Enjoy a lighting ceremony, family-friendly activities, treats and more. Stay tuned for more details to be announced soon.

Free parking for all Arsenal Yards events is available in the red or purple parking garage, along with the surface parking area near City Works. For more information about Arsenal Yards, visit www.arsenalyards.com.

ABOUT ARSENAL YARDS

Along the Charles River, Greater Boston's next great neighborhood is thriving in the East End of Watertown. Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, Condesa Restaurante Mexicano, Kura Sushi, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon's Wine, Pure Barre, Roche Bros., Ulta and more.

Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda; 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series for both residents and visitors, including outdoor musical performances and fitness classes, along with a "Picnic in the Park" series in the summer months and a "Fireside" fire pit activation in winter. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com/.

###