



Hailey Hoffman/The Astorian
Santa Claus is greeted with hugs from two girls after arriving with the help of the Astoria Fire Department on a decorated fire engine in the annual downtown Christmas lighting in 2019.

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The organization is bringing the tour back this year, with a new component. Businesses will participate in a window-decorating contest that features a “Reindeer Trail” scavenger hunt for kids. They have each received a small reindeer to incorporate into their window display.

“We want it to be discreet and hidden,” McClintock said.

For the scavenger hunt, children will be given a guide that shares the name of each reindeer and two photos revealing what the reindeer would see while looking out the window at their respective business. Those serve as the hints for the children to find the reindeer, McClintock said.

The guides are available online or to pick up at Grocery Outlet, where the reindeer Rudolph will take up residence as head of the Reindeer Trail. Once filled out, the guides can be returned to Grocery Outlet for a prize.

Meanwhile, residential participants will be added to the Tour of Lights. Families can find a map of where participating houses are located, take a self-guided tour to check out the decorations and light displays, and vote on their favorite. Winners will receive cash prizes.

Another fun holiday tradition is the chamber’s Letters to Santa program, which is open to children from across the county, McClintock said. Letters should be submitted before Dec. 15. Mailboxes are set up at the chamber of commerce, Seaside Public Library and Sunset Empire Park and Recreation District.

Also back this year is the artisan fair at the Seaside Civic and Convention Center. The event takes place from 11 a.m. to 5 p.m. Friday and from 10 a.m. to 5 p.m. Saturday. More than 80 vendors will be selling a variety of handcrafted items, including art, woodworking, photography, and goodies like fudge, truffles and toffee. Families also can pose for photos with Santa during the fair.

Photos by Lance Wagner

ABOVE: Santa Claus waves to the crowd during the Seaside Parade of Lights. **BELOW:** Santa Claus hands out candy canes at a previous Yuletide in Seaside celebration.



Astoria hosts tree lighting ceremony and holiday events

ASTORIA — After a year’s hiatus, the tree lighting ceremony will return to Astoria on Saturday night.

The Astoria Downtown Historic District Association will host the ceremony outside of the Liberty Theatre at 12th and Commercial streets. The event will start at 4:30 p.m.

Carolers, holiday tunes, Santa Claus and Mayor Bruce Jones will be part of the event.

Astoria’s Shop Plaid event will begin Friday. Shoppers will receive a punch card to use at participating local downtown businesses. Three punches earn customers a Shop Plaid tote bag, and five punches will enter participants in a raffle.

Many more events are planned for the month of December in Astoria. Visit astoriadowntown.com to learn more.