

January 18, 2022

## Peddler's Village Celebrates its 60<sup>th</sup> Anniversary and Announces Festivals and Events in 2022

Lahaska, PA — Peddler's Village, a countryside shopping, dining, lodging, and family entertainment destination in the heart of historic Bucks County, PA, that is widely recognized for its popular festivals and events, is celebrating its 60<sup>th</sup> anniversary in 2022. Recently named as the region's number-one tourist destination\*, Peddler's Village was created in 1962 by Earl Jamison, an ardent young entrepreneur who foresaw success in melding locally owned specialty shops and restaurants with colorful gardens, distinctive buildings, and rural hospitality. Today, Peddler's Village is a thriving attraction that welcomes more than two million visitors from around the globe each year—though it is still a family-owned business headed by Earl's daughter, Donna Jamison Cave.

In keeping with decades-old traditions interrupted only by the 21<sup>st</sup> century pandemic, Peddler's Village will host in 2022 a number of annual festivals and events that include the Apple Festival, Grand Illumination, Scarecrows in the Village and the Gingerbread Competition and Display. It will also revive month-long Village themes that feature weekend entertainment and daily restaurant specials: Strawberry Month in May, Summer Block Party in June, Bluegrass and Blueberries Month in July, and Peach Month in August. Additionally, this anniversary year will introduce a major all-new, summer long event: Bucks County Beach Days: Sand Sculptures in the Village, which was inspired by a similar 30<sup>th</sup> anniversary event at Peddler's Village and is funded in part by Visit Bucks County. The popular PEEPS in the Village display will return in March, and traditional tastes—in both food and beverage form—will take center stage during the Red, White & Blue BBQ Bash weekend in July and OctoberFeast in the fall.

Admission to all weekend festivals and displays is free and open to the public.



In addition to the planned events, Peddler's Village will be celebrating its 60<sup>th</sup> anniversary with 60 giveaways beginning in the spring. The theme will be: Sixty years, sixty shops, sixty giveaways. All members of the public will be eligible for the free giveaways, which will include prizes ranging from Peddler's Village shop merchandise to dinner at one of the Village restaurants to overnight stays at the Golden Plough Inn. Details will be available soon on [PeddlersVillage.com](http://PeddlersVillage.com).

"We are excited to celebrate the success built by Earl Jamison and so many others over the past sixty years," said Bob McGowan, chief operating officer of Peddler's Village. "So many family memories have been planted – not only by the Jamisons and other families who have rooted their businesses here, but also by the many thousands of visitors who were introduced to the Village as children and now bring their grandkids. It's a very personal place, one that inspires connections and history and reflection. Peddler's Village has evolved through the years in significant ways, but at its core remain the warm hospitality and personal interaction that have been lost at other modern destinations."

Festivals and events during this anniversary year will include:

## *Winter*

- **January Sales Event** (through January 31) – Savings throughout the Village on apparel, accessories, home goods, furniture, art, specialty foods, books, gifts and collectibles, and more.
- **Fire & Frost Fun** (January 7 and 8) – Local ice sculptors create stunning sculptures throughout the Village grounds while guests can enjoy live entertainment, including fire artistry, outdoor food and drink, and family activities along with a Find Jack Frost scavenger hunt.
- **Share the Love Weekend** (February 12-14) – A Valentine's Day weekend featuring shop sales, culinary highlights, and live weekend entertainment.
- **Winter Wedding Show** (February 20) – Engaged couples in search of the perfect wedding



venue can sample hors d'oeuvres and wedding cake, tour event spaces and bridal suites, and get to know local vendors, from florists to DJs and musicians.

## Spring

- **PEEPS® in the Village** (March 11-April 24) – View colorful PEEPS®—a Pennsylvania-produced specialty—displayed in not-so-natural but very creative habitats, including dioramas, sculptures, and 2-D wall art. Prizes awarded for best entries.
- **Celebrate the Green** (March 19 and 20) – In honor of St. Patrick's Day, guests can enjoy special menus at Village restaurants, promotions, live entertainment, and a kid-friendly leprechaun hunt.
- **Strawberry Month** (weekends in May) – Taste a wide variety of strawberry treats, savor strawberry-inspired specials, and enjoy live entertainment and family activities on weekends in May.
- **Bucks County Beach Days: Sand Sculptures in the Village** (late May through August 31) – Have a day of fun in the sun during the summer-long Bucks County Beach Days: Sand Sculptures in the Village event! View larger-than-life sand sculptures featuring popular Bucks County attractions and play in sandboxes designed for family fun. The event is funded in part by Visit Bucks County.

## Summer

- **Summer Block Party** (weekends in June) – Stroll all five of the Village neighborhoods to experience a variety of live entertainment, food and beverages, and activities for guests of all ages.
- **Red, White, & Blue BBQ Bash** (July 2-4) - A classic all-American barbecue picnic with live entertainment, delicious food, and family activities.
- **Bluegrass and Blueberries Month** (weekends in July) - On weekends through July, plan your visit to enjoy a selection of blueberry-inspired specials and treats, bluegrass and country



music, and family activities.

- **Peach Month** (weekends in August) - The Village will feature peach treats, live entertainment, food, children's activities, and sizzling summer savings in every shop during the Village-wide Summer Sidewalk Sale from August 5-7.

## Fall

- **Scarecrows in the Village** (September 5-October 29) – Stroll the Village to see a hundred creative, colorful, and spooky scarecrows created by Philadelphia-area residents and organizations. Guests are encouraged to vote for their favorites, with cash prizes offered to winners.
- **OctoberFeast** (Saturday, October 15 and Sunday, October 16) – A Village spin on the traditional German festival with a beer garden, wine and spirits, food trucks, live music, and family activities.
- **Apple Festival** (Saturday, November 5 and Sunday, November 6) - Get your fill of apple treats and take home a bushel fresh from local orchards at our annual Apple Festival! Enjoy live entertainment, food specials, and family activities all weekend long.

## Holiday Season

- **Grand Illumination Celebration** (Friday, November 18) - The Village lights up at 6:15 p.m. sharp! Watch as Santa and his helpers flip the switch to illuminate a million holiday lights during an evening of local entertainment, complimentary hot cider, and more.
- **Merchants' Open House** (November 18-20) Preview our merchants' holiday gift-giving ideas.
- **Gingerbread House Competition and Display** (November 18-January 7, 2023) More than one hundred gingerbread masterpieces, including contest winners, are on public display in the festively adorned Red Barn.
- **Small Business Saturday** (Saturday, November 26) –Find the perfect holiday gift at one of over 60 locally owned shops and businesses at Peddler's Village.



- **Holly Jolly Weekend** (Saturday, December 3 and Sunday, December 4) – Celebrate the holiday season at Peddler's Village with all-day festivities and Santa Parades beginning both days at 1:30 p.m.

## About Peddler's Village

Peddler's Village is a 42-acre shopping, dining, lodging and family entertainment destination in Bucks County, Pennsylvania, that features graceful 18th-century-style buildings, lush gardens, and winding brick walkways. The site, which was created by Earl Jamison in 1962, is among the most popular in the Philadelphia region, drawing more than two million visitors each year. Its historical storybook setting includes 60-plus distinctive retail shops, six restaurants, the 66-room Golden Plough Inn, and the Gigglesberry Fair indoor family fun center. Peddler's Village hosts numerous year-round festivals and seasonal events for the public, and is a popular site for weddings, corporate events, reunions, picnics, birthdays, and holiday parties. Peddler's Village is located in the heart of Bucks County in Lahaska, Pennsylvania, just 40 miles north of Philadelphia and 80 miles southwest of New York City. For more information, visit [PeddlersVillage.com](http://PeddlersVillage.com) or call 215-794-4000.

\*By the *Philadelphia Business Journal*

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