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CITY OF HERMOSA BEACH OFFERS FREE DOWNTOWN PARKING FROM NOVEMBER 25th THROUGH DECEMBER 25th

*City Expands Dates of Free Holiday Parking to Kick-off Program on the
Biggest Retail Shopping Day of the Year*

HERMOSA BEACH, Calif. – Nov. 14, 2016 – The City of Hermosa Beach once again welcomes visitors throughout Southern California to enjoy the beachside community’s shops, restaurants and downtown area as the City announces the return of the free holiday parking program, scheduled this year to start on Friday, Nov. 25th – the biggest shopping day of the year.

The new dates of the free holiday parking program also include the retail holiday “Small Business Saturday” on Nov. 26th. This is particularly important to the City as many small businesses dot the retail landscape throughout Hermosa Beach.

Hermosa is the first City to kick off free holiday parking in the South Bay. From Nov. 25th through Dec. 25th, all residents and visitors can park free of charge at designated meters during the specified timeframe (typically 2-3 hours) noted as the posted meter time limit. Meters that are included in the program will be clearly marked with festive red Holiday bags.

This marks the seventh consecutive year that Hermosa Beach has provided free parking throughout the holidays.

“As a Council, we voted to expand the free holiday parking program to ensure that the biggest designated shopping holidays of the year – Black Friday and Small Business Saturday – were included in our plan,” states Mayor Hany Fangary. “It’s our hope that free parking will entice more visitors to come to our City to shop, eat and celebrate the holiday festivities. As the first South Bay City to kick off free parking on the busiest shopping days of the year, we hope everyone’s first stops for shopping will be in Hermosa Beach.”

The Hermosa Beach Chamber of Commerce and Visitors Bureau has a walking map of Downtown Hermosa Beach that features retail, hospitality and service locations throughout the central business district on the website TrulyHermosa.com. Store promotions and holiday specials can be found on individual websites linked from the Chamber's business directory at HBChamber.net.

About Hermosa Beach

Founded in 1907, Hermosa Beach is known as “The Best Little Beach City.” Named “Southern California’s Greenest City” for its work to protect the environment, it is a thriving community of some 20,000 residents located on the southern end of Santa Monica Bay in Los Angeles County, and its beaches have been ranked among the best in the world. To learn more, please visit www.hermosabch.org.

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