

# Winter in Thoroughbred Country

## *New Tourism Marketing*

### **SC Welcome Center Partnership**

Thoroughbred Country is helping to support the I-20 SC Welcome Center in North Augusta with cooperative marketing. Thoroughbred Country has posted (3) window clings on the side of the center (vending machine side) showing photographs of tourism opportunities and inviting visitors to pick up the free guide available inside the center. We have received many positive comments on this project which coincided with the summer Thoroughbred Country photography project.

### **SC Insiders Debut Girlfriends Getaways**

South Carolina's official tourism website recently launched a "Girlfriend Getaway" series with SC Insider Arts and Culture writer Amy Holtcamp. They debuted the series with a feature length story titled, "Pampering, picnicking and polo in Aiken" along with a 4:21 minute video shot around town. You can view it in one of two ways.

Discover South Carolina:

<http://tinyurl.com/GirlfriendsGetaways>

Youtube:

[www.youtube.com/watch?v=0kJ\\_r2M\\_DFE](http://www.youtube.com/watch?v=0kJ_r2M_DFE)

## *Topper Site Exhibit at USC Salkehatchie*

September was an exciting time on the USC Salkehatchie campus as they saw the opening of the new Topper Site Exhibit, "Searching for Our Beginnings." The exhibit features both artifacts from the Topper Site as well as informational panels that provide visitors with background on the site and the Clovis and pre-Clovis cultures. This is the only permanent public display of Topper artifacts in existence. An anonymous donation was made at the exhibit opening to expand the exhibit to include video and interactive elements. You can view the exhibit by stopping at the USC Salkehatchie library in Allendale.

### **Bob Redfern's Outdoor Magazine**

Thoroughbred Country is partnering with South Carolina Parks, Recreation & Tourism (SCPRT) and the South Carolina Association of Tourism Regions (SCATR) on a year-long promotion with Bob Redfern's Outdoor Magazine. This project includes a: 30 second commercial, special event multimedia billboards, as well as website and social media coverage featuring the region in national and regional broadcast/cable markets including Fox Sports Net South, Versus Network as well as [www.BobRedfern.com](http://www.BobRedfern.com) and [www.MyOutdoorTV.com](http://www.MyOutdoorTV.com).



## *Holiday Parades and Tree Lightings*

*Please note: This is not a complete listing of Holiday Events in the region. Submit your events online at our website, [tbredcountry.org](http://tbredcountry.org) to ensure they are included next year.*

North Augusta Tree Lighting - 11/28 - 5:00-8:00pm

Barnwell Tree Lighting - 12/1 - 5:30pm

Holiday Celebration in Wagener - 12/2 & 12/3

Aiken Tree Lighting - 12/2 - 6:30pm

Bamberg Holiday Parade - 12/3 - 11:00am

Denmark Holiday Parade - 12/3 - 1:00pm

Graniteville Christmas Parade - 12/3 - 3:00pm

Barnwell Christmas Parade - 12/3 - 4:00pm

Allendale Christmas Parade - 12/3 - 4:00pm

Williston Christmas Parade - 12/4 - 4:00pm

Bamberg County Tree Lighting - 12/4 - 6:00pm

Blackville Christmas Parade - 12/10 - 11:00am

Midland Valley Christmas Parade - 12/10 - 3:00pm

Ehrhardt Christmas Parade - 12/10 - 3:30pm

Blackville Tree Lighting - 12/10 - 5:30pm

Aiken Holiday Parade - 12/11 - 2:00pm

North Augusta Lion's Club Parade - 12/11 - 2:00pm

Jackson Holiday Parade - 12/11 - 3:00pm

### *Holiday Events & Specials*

Holiday Artisans Mart - Free!  
Little Red Barn Gallery - 11/26 - 11/27 - 10:00am - 5:00pm

Christmas in the Backwoods - Free!  
North Augusta Living History Park - 11/26 - 10:00am - 4:00pm

A Holiday Evening at Redcliffe - \$10/adults, \$7.50/students & seniors  
Redcliffe Plantation State Historic Site - 11/26 - 5:30 - 7:30pm

Our Christmas Celebration - Free!  
Aiken County Historical Museum - 12/1 - 12/5  
Tues-Fri - 10:00am-5:00pm, Sat-Sun - 2:00-5:00pm

Christmas Craft Show - Free!  
Odell Weeks Center - 12/2 - 9:00-5:00pm

Holiday Open House - Free!  
North Augusta Arts & Heritage Center - 12/2 - 10:00am - 9:00pm  
and 12/3 - 10:00am - 4:00pm.

*Mark your calendar...*  
please visit [www.tbredcountry.org](http://www.tbredcountry.org)  
for complete information!

Rivers Bridge Battlefield Guided Tour - \$5/adult, \$3/children  
Rivers Bridge State Historic Site - 12/3 - 2:00pm

A Holly Day - Free!  
Downtown Aiken Shopping District - 12/3 - all day

1st Annual Reindog Romp - \$10  
Odell Weeks Center - 12/10 - 10:00am - 2:00pm

Downtown After Six - Free!  
Downtown Aiken Shopping District - 12/15 - 6:00pm

Barnwell Christmas Third Thursday - Free!  
The Circle in Downtown Barnwell - 12/15 - 5:00-7:00pm

Christmas in the Quarters - \$10/adults, \$8.50/seniors, \$8/students  
Redcliffe Plantation State Historic Site - 12/17 - 1:00pm

### *Holiday Culture, Concerts & Tours*

Bamberg County Holiday Choral Concert - Free!  
Dane Theatre - 12/1 - 6:00-8:00pm

North Augusta Christmas Tour of Homes - \$17 in advance, \$20 day of  
North Augusta - 12/2 - 5:30-9:30pm, 12/3 - 11:00am-4:00pm

The Best Christmas Pageant Ever - \$20  
URS Center for the Performing Arts  
12/2, 12/3, 12/9, 12/10, 12/16, 12/17 - 8:00pm & 12/11, 12/17 - 3:00pm

'Tis the Season - \$4.50/adults, \$3.50/seniors, \$2.50/students  
DuPont Planetarium - Saturdays 12/3-12/26 - 6:00, 7:00, 8:00pm

Holiday Pops Concert - \$40  
Etherredge Center - 12/10 - 8:00pm

Bamberg Tour of Homes - \$10  
City of Bamberg - 12/10 - 4:00-8:00pm

Christmas in Hopelands - Free!  
Hopelands Gardens - 12/10, 12/11, 12/15-12/23, 12/26 - 6:00pm