

PRESS RELEASE – For Immediate Release

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Main Street Beaufort Announces Holiday Shopping Weekend Featuring Beaufort Downtown Dollars, Black Friday Specials, Small Business Saturday, and Artists Sunday

BEAUFORT, S.C. – Main Street Beaufort is launching a festive and community-focused holiday shopping weekend designed to support local businesses and celebrate the creative spirit of Downtown Beaufort. With the return of the Downtown Dollars Program, Black Friday, Small Business Saturday, and the addition of Artists Sunday, residents and visitors are invited to spend the long weekend shopping small, exploring local art, and enjoying all that downtown has to offer.

Beaufort Downtown Dollars: Shop Local, Save More

Main Street Beaufort is excited to relaunch its popular Downtown Dollars Program, giving shoppers the opportunity to support local merchants while receiving added value this holiday season. Downtown Dollars can be purchased at a discounted rate and redeemed at participating downtown shops, restaurants, and service businesses.

Participating businesses will be listed on Main Street Beaufort’s website, social platforms, and printed materials to help guide shoppers throughout the season.

Black Friday in Downtown Beaufort

On Friday, November 28, Downtown Beaufort will offer a relaxed alternative to the big-box holiday rush. Local merchants will feature unique gifts giving shoppers the opportunity to find meaningful presents while supporting small, independent businesses.

Small Business Saturday: Celebrate Local

Continue the celebration on Saturday, November 29, during Small Business Saturday, a national movement recognizing the importance of small businesses to local economies. Visitors can enjoy a walkable shopping experience, festive décor, and personalized service while discovering gifts for everyone on their list.

Artists Sunday: Celebrate Local Creativity

Rounding out the holiday weekend is Artists Sunday on November 30 from 12–4 PM at the historic Beaufort Arsenal (703 Craven Street), and interactive art experiences throughout Downtown Beaufort. This special event highlights Beaufort’s thriving creative community and invites shoppers to support local artists and makers. The afternoon will feature 17 talented artists offering fine art, handcrafted goods, and unique gifts available only in Downtown Beaufort.

Be sure to explore our downtown art galleries and retail shops as you create your way through the 12 Days of Christmas activities at various locations. Enjoy live music, grab a photo with Santa, and treat yourself to something delicious from our local restaurants.

A Community-Focused Weekend

“Downtown Beaufort truly shines during the holidays,” said Sarah Sutton, Main Street Beaufort

Director. "From small businesses to local artists, this weekend highlights the people who make our downtown district special. When you shop local, you're supporting neighbors, friends, and family, strengthening our local economy, and helping preserve the character of our community."

How to Get Involved

- Purchase Beaufort Downtown Dollars on Friday, November 28 at the Clock on Bay Street at West Street Extension from 10 a.m. to 2 p.m. and Saturday, November 29 from 1 p.m. to 5 p.m.
- Look for window clings at participating business to redeem Beaufort Downtown Dollars.
- Shop downtown on Black Friday and Small Business Saturday for unique gifts.
- Visit Artists Sunday at the Beaufort Arsenal and throughout downtown Beaufort on November 30, 12-4 PM.

For more information about holiday shopping events and the Downtown Dollars Program, visit MainStreetBeaufort.org or contact Main Street Beaufort at 843-379-7063.

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