FOR IMMEDIATE RELEASE

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Santa Maria Fairpark Announces First-Ever "A Very Merry Holiday Market" December 12 & 13

Free admission, local holiday shopping, festive drinks, family fun, and a visit from Santa highlight the new two-day holiday event.

SANTA MARIA, CA – The holidays are getting a little merrier at Santa Maria Fairpark! The Fairpark is excited to announce its first-ever A Very Merry Holiday Market, taking place Saturday, December 12 and Sunday, December 13, 2026, from noon to 8pm each day. This brand-new holiday event invites the community to shop, sip, celebrate, and enjoy a weekend of fun and festivities with family and friends. Best of all, admission is FREE!

Just in time for the holidays, A Very Merry Holiday Market will feature more than 45 local artisans and small business owners offering unique gifts, handmade goods, and one-of-a-kind finds perfect for everyone on your holiday shopping list. From thoughtful gifts to special treasures, the market offers a fun way to check off those holiday lists while supporting local businesses.

In addition to shopping, guests can enjoy hot cocoa and holiday cocktails, festive food, music, bounce houses, a Christmas Tree Farm, and of course, SANTA!

"We're excited to bring something new to the community this holiday season," said Casey Douglass, Event Coordinator of the Santa Maria Fairpark. "A Very Merry Holiday Market is all about bringing people together, creating a little holiday magic, and giving our local small businesses and artisans a place to shine. Whether you're looking for that perfect gift, enjoying a festive drink, or bringing the kids to see Santa, we want this to be a place where families and friends can make special holiday memories together."

With free admission and something for all ages, A Very Merry Holiday Market is a great opportunity to gather with family and friends, discover and support local businesses, and celebrate the season in a fun, festive atmosphere.

The event will take place rain or shine, so guests are encouraged to come ready for holiday fun regardless of the weather. Onsite parking is available for $10 per vehicle.

Event Details:
A Very Merry Holiday Market
Saturday, December 12 & Sunday, December 13, 2026
Noon – 8pm daily
Santa Maria Fairpark - 937 Thornburg St
Admission: FREE
Parking: $10 per vehicle
Rain or shine

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