



CONTRIBUTED PHOTOS

The Snowball Drop officially kicked off the McPherson Chamber of Commerce and McPherson Main Street holiday promotion for the 2019 season.

Snowball Drop indicates beginning of holiday shopping season in McPherson

BY JESSIE WAGONER

NEWS-LEDGER

An excited crowd gathered inside the McPherson Community Building for the 2019 Snowball Drop. The Snowball Drop kicks off the McPherson Chamber of Commerce and McPherson Main Street holiday promotion.

Santa, with the help of many volunteers, dropped hundreds of snowballs from the balcony to eager adults waiting below. Each snowball, which was numbered, could be redeemed for prizes from area merchants.

"It's such a fun way to start off the season," Bailey Irving said. "I try to do as much of my holiday shopping locally, so this helps get the ball rolling."

Though the adults were the ones gathering snowballs to redeem for prizes, there were special treats for the children in the crowd. Once Santa was done with his



After dropping snowballs to the adults, Santa made time to visit with his younger fans.

duties dropping snowballs, he made time to visit with his young friends.

"My kids had a great time seeing Santa and playing with their friends," Irving said. "I still need to redeem my snowball, but I have no doubt I'll end up with a great prize. The merchants here in town have great items and deals during the holidays."

While shopping locally, shoppers can collect Candy Cane Cash registration slips. Shoppers then use the registration slips to register to win \$1,000 or \$500 in Candy Cane Cash to be spent at participating stores. For a full list of local merchants participating in Candy Cane Cash, visit www.mcphersonchamber.org.