



THE LOVE STRATFORD BOX – HOLIDAY EDITION SELLS OUT WITHIN 2 HOURS

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(Stratford, ON) After the tremendous success of The Love Stratford Box - *Iconic Edition* released in spring 2021, Destination Stratford launched something special just in time for the holiday season. Introducing **The Love Stratford Box - Holiday Edition!** The holiday edition features high-quality and carefully curated holiday products from your favourite local businesses delivered across Canada, right to your doorstep.

After a week-long teaser on social media and with the help of several influencers, the limited-edition holiday box sold out online within the first 2 hours of sales to Stratford locals and visitors across the country, including, Nova Scotia, Quebec, British Columbia and The Yukon.

The Love Stratford Box was thoughtfully created with an important emphasis on supporting and celebrating local. The Holiday Box includes a variety of Stratford staples, including food and beverage, arts and culture as well as lifestyle items that brings the Stratford experience to the visitor's doorstep during this festive season. Click [HERE](#) to check out all the products and why they are special to Stratford.

“Destination Stratford continues to be overwhelmed with the enthusiastic and positive response of our curated Love Stratford boxes. The team launched our first box as a strategic way to aid in the economy recovery of Stratford

businesses, finding a unique way to keep Stratford top of mind when travel was not permitted in the spring`, states Zac Gribble, Executive Director, Destination Stratford. ``Despite our city welcoming visitors with open arms this holiday season, we felt a high-quality seasonal box would be an opportunity to bring Stratford into the homes of our visitors during this magical time of year and highlighting our incredible retailers. ``

The Holiday Edition Box was launched for sale today, Monday November 15th for \$100 +hst with a retail value of over \$180 and included FREE shipping across Canada, with available curbside pick for local purchasers. A portion of the proceeds will be donated to the Kiwanis Christmas Basket Fund. The basket fund has provided Christmas dinners for local families for over 40 years.

For those who were unable to purchase a box due, we welcome you to explore the many festive happenings available only in Stratford this season. Explore our seasonal Christmas Trail until December 20th, plan your winter getaway and come see Stratford in a different light at our upcoming Winter Festival of Lights, launching December 17th until January 28, 2022 - or enjoy Stratford's prestigious musical talent and secure your tickets to see Loreena McKennitt in concert this December 17 & 18. Stay up to date on all holiday and winter events by visiting us online. #LOVESTRATFORD

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