



GERMAN AMERICAN EVENTS, LLC

Bringing the Christkindlmarket “Home for the Holidays”

Chicago’s most beloved holiday tradition announces its first annual virtual market

FOR IMMEDIATE RELEASE, October 1, 2020

Contact: Leila Schmidt | schmidt@GermanAmericanEvents.com | 312-585-8331

(CHICAGO, IL) (October 1, 2020)

Chicago’s most beloved holiday tradition announces its first-ever virtual Christkindlmarket “Home for the Holidays,” featuring an online marketplace, family-friendly events, and fun interactive activities. It will be live from November 1st – December 31st, 2020 at <http://www.christkindlmarket.com>. Special pre-order events will begin October 1st.

From the safety and comfort of their homes, visitors from around the nation can continue their annual tradition and shop their favorite Christkindlmarket products. The offers include ornaments, gifts, sweets and treats from Germany and beyond, as well as special limited-edition gift box sets, featuring German holiday favorites and ‘must-haves.’ Pre-orders for the limited-edition gift boxes will be taken through the website beginning on October 1st, with hundreds more vendor products being added to the shop on November 1st. Other special activities include live online events, prize giveaways, and intercultural storytelling. Visitors can also explore German customs and participate in giveaway events and a daily Advent Calendar. To complete the experience, the traditional Christkind will make virtual appearances. More details will be released on the Christkindlmarket’s social media pages and [the newly designed website](#).

The Christkindlmarket has been monitoring the health and public safety developments, travel regulations for visitors and vendors, and other guidelines throughout the past few months. Since the top priority is the well-being of market visitors, vendors, partners, and staff members, the tough decision has been made to cancel the traditional in-person Christkindlmarkets in Chicago, Wrigleyville and Milwaukee for 2020.

“It is difficult to imagine the holiday season without being able to come together at the Christkindlmarket. Although we are saddened that we cannot welcome our visitors in person for the first time since 1996, we are excited about introducing a new virtual experience that allows people to enjoy the tradition and celebration of their beloved holiday market in a new way”, says Maren Biester Priebe, CEO of German American Events, LLC, the Christkindlmarkets’ organizer.

Get a sneak peek of the fun in our [video announcement](#). Sign up for the new **“Home for the Holidays” Christkindlmarket newsletter** to get the latest updates on participation opportunities, vendor discounts, events, and entertainment. More details will also be revealed on the Christkindlmarket social media platforms ([Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#), [TikTok](#)).



GERMAN AMERICAN EVENTS, LLC

About German American Events, LLC

German American Events LLC, a subsidiary of the German American Chamber of Commerce of the Midwest, is a Chicago-based nonprofit organization that plans and executes the annual Christkindlmarket in various locations in Illinois and Wisconsin. All Christkindlmarket locations are modeled after the classic German holiday market in Nuremberg, Germany, with traditional candy cane striped huts.

The outdoor holiday markets host international and local vendors who display and sell hand-crafted ornaments, toys, and unique holiday gifts as well as traditional German foods, sweets, and beverages. The markets are rich in cultural tradition and include special events, live entertainment, and activities that are fun for the whole family, including traditional alpine brass music and German choirs. In 2020, due to the Corona pandemic, the Christkindlmarket Team created a complete virtual experience to allow visitors to enjoy the market from the safety and comfort of their homes.