



FOR IMMEDIATE RELEASE...

November 12, 2019

IT'S THE MOST WONDERFUL TIME OF THE YEAR: MIRACLE HOLIDAY POP-UP RETURNS!

The team behind Bon Ton, The Lawrence + Wonderkid once again host Atlanta's favorite holiday tradition for the fourth year

ATLANTA: We hope you've been good this year Atlanta. Everyone's favorite holiday tradition, **Miracle**, unwraps its fourth season ready to spread holiday cheer! **Miracle on Monroe** returns to the Midtown Promenade restaurant Tapa Tapa and **Miracle on Highland**, heads back to The Brasserie & Neighborhood Café PARISH. Bon Ton will once again get into Mele Kalikimaka spirit as they host **Sippin' Santa**, a Christmas-themed Tiki takeover. All locations will offer special holiday cocktails, a fun festive staff, and enough cheer for everyone!

Whether you're as happy as an elf or as grumpy as the grinch, the classic Christmas-themed cocktails at any of our **Miracle** locations are sure to make you light up like a Christmas tree. From the Snowball Old-Fashioned to the Mistletoe Shot, there's an option to make everyone on your list happy. In addition to the drinks, every location is decked in Holiday spirit, from the staff's attire to the decorations that make you feel as if you've stepped into the North Pole itself. If you want additional Holiday cheer, say snow more. Everyone's favorite Christmas tunes will keep you bopping, and sippin', until the reindeers come home.

"If we've learned anything the past three years, it's that Atlanta is overflowing with Christmas spirit," said Eric Simpkins, co-founder of Big Citizen along with partner Darren Carr. "With our fourth year here, we're excited to once again host the best Christmas bar pop-ups in the city, and we hope everyone comes out for many more Holiday seasons to come."

Miracle on Monroe, similar to years prior, will set up shop at Midtown's Tapa Tapa and is the classic stop for a jolly good time. The original Atlanta **Miracle** will be closed on Mondays and Tuesdays for private events, but there's still plenty of cheer to go around the rest of the week!

Miracle on Highland returns to Parish for its second year to serve up Holiday cheer. Also closed on Mondays and Tuesdays, this winter wonderland will offer a special Holiday brunch on weekends and has partial buyouts available for those of you looking for the perfect space for a Holiday special event.

Bon Ton's Sippin' Santa, the all-ages tiki twin to **Miracle**, returns for its second year at Bon Ton in Midtown. The Christmas-meets-paradise drink menu is the perfect opportunity to indulge for those who prefer their holiday on the beach. Thanks to last year's success, Santa (and you) will be sippin' on carefully curated cocktails all season long. Bon Ton will keep their normal hours serving lunch and dinner and won't offer their traditional drink menu during Sippin' Santa.

On the week of November 25 *only*, to kick off the holiday season, **Miracle on Monroe** and **Sippin' Santa** locations will be open Monday-Friday (except for Thanksgiving) and **Miracle on Highland** will open on Black Friday. Following the Thanksgiving holiday, both **Miracle** locations will resume their typical Wednesday-Sunday schedule, and Sippin' Santa will maintain Bon Ton's regular hours. All **Miracle** locations last through New Year's Eve (closed only on Christmas day) and are first come first serve, with only partial or full buyouts available for reservations. In addition, they will each be hosting a charity event with details to be determined. It really is the gift that keeps on giving.

Beverage and cocktail menus will be the same for each location. Signature **Miracle** chex mix and cookie plates will be available at each location as well. Food menus will be customized per location and announced Mid-November. For more details on how to get into the holiday spirit at this festive joint, head to www.miraclebaratlanta.com.

Miracle is 21 and up (excluding Sippin' Santa), with no entry fee. There is a 2-hour limit for tables, and due to all the Christmas cheer required to keep **Miracle on Monroe** and Sippin' Santa in tip-top shape, a 20% service charge will be added to each check. **Miracle** will be open Wednesday, Thursday and Sunday 5pm to 12am, and Friday and Saturday 5pm to 1am. Mondays and Tuesdays are closed but available for private party bookings. Locations include: **Miracle on Monroe** - Tapa Tapa in the Midtown Promenade, 931 Monroe Dr. NE, Suite C-106, Atlanta, GA 30308; **Miracle on Highland** - The Brasserie and Neighborhood Café at PARISH, 240 North Highland Ave. NE, Atlanta, GA 30307; **Sippin' Santa** - Bon Ton, 674 Myrtle St. SE, Atlanta, GA 30318. Please send party inquiries to MiracleBarAtlanta@gmail.com. For updates on **Miracle** visit [Facebook](https://www.facebook.com/miraclebaratlanta) or www.miraclebaratlanta.com.

All you'll want for Christmas after this is more time at **Miracle**. Cocktail photos and interviews are available upon request.

Media Contacts: Lindsay Gordon + Veronica Miller | 360 Media, Inc. – 404.577.8686 or lindsay@360media.net

#