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**Make Holiday Family Memories at the 4th Annual Black Santa Photo Experience, Presented by BLAC Detroit and Metro Parent**

*A special FREE event celebrating diversity and making spirits bright for metro Detroit kids comes to the Southfield Pavilion in Southfield on*

*Dec. 15-16.*

**FERNDALE, Michigan**—Pictures with Santa are a tradition, but what about pictures with a Santa Claus who is black? For the fourth year, BLAC Detroit magazine and its sister magazine, Metro Parent, are teaming up to host this unique, FREE event for southeast Michigan kids. The Black Santa Photo Experience takes place on two dates: 10 a.m.-2 p.m. Saturday, Dec. 15, *plus* noon-3 p.m. Sunday, Dec. 16, at the Southfield Pavilion, 26000 Evergreen Road, Southfield, MI.

About 2,000 people attended last year’s Black Santa event at Eastern Market in Detroit. The event returns this year to Southfield -- where this very Black Santa once visited with children at Northland Mall. When the mall closed, BLAC and Metro Parent stepped in to keep the tradition alive.

Families are encouraged to dress for pictures (and bring their camera!) to this wintry wonderland setting. The main attraction, of course, is the Jolly Elf himself – one of the few black graduates of the Charles W. Howard Santa Claus School in Midland, Michigan (considered the Harvard of Santa schools).

Black Santa visitors are asked to register at BLACdetroit.com/BlackSantaEvent to secure time with Santa. Visits are first come, first served. The presenting sponsor for the event is the Southfield Parks and Recreation Department. Other sponsors include Ascension health care and AT&T..

*\*\*****Note:*** *For media coverage/live broadcast opportunities during the event, please contact Nancy Hanus at 248-398-3400, ext. 121 or nancy@BLACdetroit.com.\*\**

**BLAC Detroit** is the premier lifestyle magazine and website for African-Americans in and around Detroit. For more, visit BLACdetroit.com, like Facebook.com/BLACdetroitmagazine and follow Twitter.com/BLACmagazine.

**Metro Parent** is southeast Michigan’s only award-winning parenting publication, founded in 1986. Discover its daily website, monthly magazine, ancillaries and social media at MetroParent.com.

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