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**SCOTTSDALE BOUTIQUE CELEBRATES CHRISTMAS IN JULY  
WITH STOREWIDE SPECIALS**

SCOTTSDALE, Ariz. (April 16, 2010)— The ever popular Christmas B Boutique at el Pedregal re-opens in July with a store wide special July 5<sup>th</sup> through 11<sup>th</sup> from 10:00am to 6:00pm. The boutique, featuring an assortment of holiday gifts, ornaments, home decorations and special occasion cards gets guests ready for the impending holiday offering a 10% off discount for new holiday merchandise and 50% off of all old merchandise. Guests are invited to celebrate in “merry” style as they shop while enjoying an assortment of specialty cupcakes and iced beverages while listening to the latest in holiday music.

Owner, Bonnie Bishop says, “We are excited to bring the boutique back to life for the first time during the summer season to allow visitors an opportunity to get their shopping done early this year. The Christmas in July event has been a tradition for many years and Christmas B Boutique is delighted to partake in this year’s summer festivity.”

**ABOUT THE CHRISTMAS B**

The Christmas B is a specialty store offering products and services all encompassing the Christmas holiday season. The Christmas B is located on the lower level of El Pedregal at the Boulders Resort at 34505 North Scottsdale Road, Suite A10, Scottsdale, Arizona 85266. For more information about The Christmas B call 480-488-7971 or visit the web site at [www.elpedregal.com](http://www.elpedregal.com).

## **ABOUT EL PEDREGAL**

El Pedregal encompasses 80,000 square feet of space filled with fascinating boutiques, Southwestern apparel, intriguing art galleries, and fun and casual dining. Over 15 shops surround an enticing courtyard and amphitheater, which features a variety of entertainment offerings. For more information please call 480-488-1072 or visit the website [www.elpedregal.com](http://www.elpedregal.com).

