

Monday, November 21, 2011

## Santa Hat Wearers Shatter Record



BrocktonPost

BROCKTON--Nearly 1,800 people gathered in Brockton's downtown to celebrate the holiday season and once again break the city's own record for the most people in one place wearing Santa hats.

John Merian, owner of Tuxedos by Merian, who is trying to turn the city's downtown into "Christmas Town," said organizers tallied 1,792 tickets and exceeded expectations during Sunday's holiday primer.

"It was a great day," Merian said.

Thousands turned out on an unusually warm day and enjoyed music, raffles and a celebratory atmosphere.



The 1,792 people who wore Santa hats blew away Brockton's record of 872 set last year.

On Friday, more than 2,500 Brockton High students donned red felt hats and more than 14,000 were given to Brockton's school children before Sunday's tally, but that didn't stop thousands from joining in the fun.

"We're wearing our Santa hats," said Deanna Greenstein, who joined the third annual Santa Hat Day for the first time with her 20-month-old daughter Sadie, 5-year-old son Damon and 4-year-old son Ashton.



Numerous organizations hosted games and information about their groups, and hundreds followed Santa, a costumed reindeer and snowman courtesy of radio station WROR. Merian--who launched the Santa Hat Challenge three years ago as a way to spark downtown business and awareness of Brockton's James Edgar, considered the first department store Santa--is a featured interview in a new documentary, "Becoming Santa," which is expected to be aired on the Oprah Network next month. [Click here to visit the documentary's website.](#)







