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FOR IMMEDIATE RELEASE

SEEK OFFERS NYC HOLIDAY SHOPPING AND FASHION HISTORY TOURS  
FOR THE 2013 CHRISTMAS SEASON

NEW YORK, NY, October 2, 2013 - Seek New York LLC introduces two new Christmas tours for the 2013 holiday travel season.

The Holiday Shopping Tour takes visitors to the city's outdoor holiday markets, seasonal pop-up shops, Christmas-themed retailers, gift boutiques, and other unique shopping destinations. Led by a professional shopper and licensed guide, the Holiday Shopping Tour is ideal for tourists interested in browsing for Christmas gifts while experiencing the spirit of the holidays in NYC. Public Holiday Shopping Tours are offered December 3-21, 2013. Group size is limited to six (6) people per tour. Tickets are \$48/person and must be purchased online in advance of the three-hour tour.

Seek's Holiday Spirit Tour explores the evolution of holiday traditions at famous New York City department stores like Saks Fifth Avenue and Lord & Taylor, as well as long-gone retailers like B. Altman, Best & Company, and Bonwit Teller. Along the way, tour participants will shop for gifts at a festive Christmas market, see locations made famous in classic holiday movies, and learn the history of the city's Thanksgiving, Christmas, and New Year's traditions from a licensed guide and NYC retail expert. Public tours are scheduled for December 1-22, with group size capped at ten (10) people. Tickets are \$38/person and must be purchased online in advance of the two-hour tour.

"Christmas in New York can be an overwhelming experience, especially for first-time visitors," said owner Rebecca Frey. "We wanted to find a way to introduce holiday shoppers to areas outside of the typical tourist zones."

Frey is not only the owner/founder of Seek, but is also a professional shopper and wardrobe stylist and a licensed New York City Sightseeing Guide.

"I'm also proud of our Holiday Spirit tour, which puts a new twist on the traditional Christmas tour," she said. "We include all of the popular department store window displays, but also delve into the history of holiday shopping in the city. Even longtime New Yorkers don't know which store had the very first Mrs. Santa Claus, or which one offered a special club for men who needed help with their holiday shopping."

Private guided holiday tours are also available throughout the months of November and December, and can be designed to feature shopping, history, or a mix of both. Private tour pricing starts at \$185/group and includes a custom tour itinerary, choice of transportation, and optional hotel pickup. To guarantee best availability, early booking is encouraged for all private and public and private holiday tours offered by Seek New York LLC.

## ABOUT SEEK NEW YORK LLC

Founded by Rebecca Frey, a professional costume designer and wardrobe stylist with years of experience in the entertainment industry, Seek New York LLC aims to provide a friendly, low-pressure approach to shopping and style. The company offers personal shopping, wardrobe styling services, and tourist-oriented shopping tours led by costume and fashion designers who are also fully licensed New York City Sightseeing Guides. Please visit [www.seeknewyorkllc.com](http://www.seeknewyorkllc.com) or [www.seeknewyorktours.com](http://www.seeknewyorktours.com) to learn more.

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