



For Immediate Release
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Back Bay Offers Free Holiday Shopping Trolley During December

“Holly Trolley” gives shoppers, diners and visitors easy travel throughout the Back Bay

Back Bay organizations today announced the launch of a “Holly Trolley,” that will allow shoppers, diners and visitors a convenient and stress-free way to enjoy the Back Bay during the holiday season. Holly Trolleys will run free-of-charge to visitors throughout the Back Bay and from the Boston Common Garage every Saturday and Sunday in December from 11:00 a.m. to 7:00 p.m.

“The Holly Trolley is a great way to visit the Back Bay for dining or shopping during the holiday season,” Mayor Thomas M. Menino said. “Whether it's skating on the Frog Pond, visiting the tree on the Common or shopping on Newbury Street, the Holly Trolley provides you with free transportation around the Back Bay.”

Shoppers will be able to park, board a trolley, shop, dine, bring packages to their car and return for more, giving patrons the ability to visit as many of the hundreds of stores and restaurants in the area as they want. Riders will not be charged to ride the trolley and can get on and off as many times as they would like.

“We know from our members that many shoppers and visitors mention that “parking” is one of the top challenges they face when visiting Back Bay. But with so many great stores and restaurants you can't miss the Back Bay during the holidays,” said Meg Mainzer-Cohen, President of The Back Bay Association. “The trolley will let our visitors park at any one of the area's parking lots and be transported quickly and for free to their favorite Back Bay destinations. Quick and free - what more could you ask for during the holidays?”

“The response from the hundreds of thousands of visitors to the Hynes Convention Center each year demonstrates to us that the shops and restaurants of the Back Bay make this a unique place, even more special during the holiday and Christmas shopping season,” said James E. Rooney, Executive Director of the Massachusetts Convention Center Authority, which owns the Hynes Convention Center and the Boston Common Garage. “But the Holly Trolley is a great way for people to use another one of our

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facilities – the Boston Common Garage, one of the most affordable garages in the city at just \$10.00 a day on weekends.”

The Holly Trolley will stop every 20 minutes at:

- The Boston Common Garage on Charles Street South
- Newbury Street at Berkley Street
- Newbury Street at Dartmouth Street
- Boylston Street at Prudential Center
- Huntington Avenue at Copley Place Marriott
- Boylston Street at Clarendon
- Boylston Street at Berkley

Back Bay retailers include Dorfman Jewelers, Cartier, Ralph Lauren, and Simon Pearce on Newbury Street, as well as Anthropology, Crate & Barrel, Filene’s Basement, and Lux Bond & Green on Boylston Street. The 75 stores at the Prudential Center include Saks Fifth Avenue, Lord & Taylor, Sephora and Barnes & Noble, and Copley Place features over 100 high-end retailers including Barney’s, Neiman Marcus, Louis Vuitton and Jimmy Choo. There are dozens of great restaurants in the Back Bay including Abe & Louie’s, Stephanie’s, Sonsie, The Cheesecake Factory, Legal Sea Foods and Top of the Hub.

The Holly Trolley is being sponsored by The Shops at Prudential Center, the Massachusetts Convention Center Authority, Copley Place, the City of Boston, Oldies 103 FM, the Greater Boston Convention & Visitors Bureau, the Back Bay Association and Old Town Trolley.

[*Holly Trolley Map*](#)

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