

Cullman Named a Top 25 Finalist in Hallmark's Merriest Christmas Town Contest

Cullman is a Top 25 finalist in Hallmark's Merriest Christmas Town Contest. Vote daily through Sept. 4 to help bring the title home to Alabama.

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CULLMAN, Ala. — Christmas in Cullman has captured the attention of families from across the country, and now it has caught the attention of Hallmark.

Cullman has officially been selected as one of the Top 25 finalists in [Hallmark's Merriest Christmas Town](#) Contest, placing the community among a select group of towns from across the United States competing for the national title of Hallmark's Merriest Christmas Town.



The magic of the Cullman Christkindlmarkt begins at the 20205 Parade and Tree Lighting.

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Cullman Mayor Woody Jacobs

Now, Cullman needs the community's help to bring the title home.

“This is something our entire community should be incredibly proud of,” said Cullman Mayor Woody Jacobs. “Christmas in Cullman has become special because so many people believe in it and work together to make it happen. To now have Hallmark recognize Cullman among the top Christmas towns in America is a tremendous honor. I hope everyone in Cullman County and across Alabama will get behind us and vote.”

“Cullman County has always taken pride in showing up for one another,” said Cullman County

Chairman Jeff Clemons. "What happens in Cullman every Christmas season reaches far beyond the city limits. It draws people into our county, supports our businesses and gives families a tradition worth driving hours for. For Hallmark to recognize that says a great deal about the people who live here, and now it is on all of us to vote."

In recent years, Cullman has emerged as one of the South's most distinctive Christmas destinations. Each holiday season, the city's historic downtown is transformed with glowing rooftops, decorated storefronts, a towering Christmas tree, holiday events and the [Cullman Christkindlmarkt](#), an authentic German Christmas market honoring the heritage of the community's founding families.



Christkindlmarkt Visitors shop and talk with vendors down a cozy market alley.

Last Christmas season alone, more than 415,000 visitors from across the country experienced Christmas in Cullman.

"Christmas in Cullman is the reason people are putting us on their holiday travel list," said Cullman Area Tourism Director Harmony Heard. "We welcome visitors from nearly every state who fill our hotels, restaurants and shops during a season that was once quiet downtown. Being named a Top 25 finalist puts Cullman in front of a national audience, and every vote helps keep us there."

But local leaders say the Hallmark recognition is about more than lights, decorations or attendance. "We have said from the beginning that what makes Christmas in Cullman special is Cullman itself," said CPRST Executive Director Nathan Anderson. "This is a community that knows how to come together and accomplish extraordinary things. To make the Top 25 is an incredible honor, but now we have an opportunity to show the rest of the country just how much pride we have in this place. We need everyone to vote, share and help us tell Cullman's story."

The next phase of Hallmark's Merriest Christmas Town Contest will be determined through public voting.

Residents, former residents, visitors, businesses, schools, churches and friends of Cullman everywhere are encouraged to participate and help spread the word.

Vote for Cullman and help us bring Hallmark's Merriest Christmas Town title home to Alabama.

Voting information and contest details are available at Hallmark's official Merriest Christmas Town Contest website at [Merriestchristmastownscontest.hallmarkchannel.com](https://merriestchristmastownscontest.hallmarkchannel.com). Voting is open through September 4, and community members can vote once every day between now and then.

"Making the Top 25 is already something worth celebrating," Anderson added. "But if there is one thing I know about our Cullman, it's that when this community gets behind something, incredible things can happen. We're in the Top 25. Now let's finish the job together."

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About Christmas in Cullman

Christmas in Cullman is a community-wide celebration of the holiday season rooted in Cullman's German heritage, small-town hospitality and tradition. Each year, downtown Cullman transforms into a Christmas destination welcoming families from throughout Alabama and across the United States.

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