Five Stories. One Beautiful Adventure.

Campaign at a glance

December 1–31, 2026 | Six destinations | Drawing January 7, 2027 | No purchase necessary for the Trail drawing.

The Christmas Six

1. Bird Post Marketplace
2. Blue Moon Vintage
3. Debora’s Worth Repeating
4. Vintage 2020
5. Wildflowers Emporium
6. Esther’s Antiques, Collectibles & Wants

Story angles

Independent retailers collaborating for holiday shopping; organic digital visibility without paid Facebook advertising; a local founder combining print and digital marketing; vintage shopping as a community outing, including senior living outreach.

Interview and filming opportunities

Founder interview, shop-owner interviews and on-location coverage by arrangement. Obtain consent before filming customers or staff.

Founder background

Paloma Moreno is a marketing consultant and creator of the Coastal Bend Vintage Trail. Her education includes a BA in Communication with a minor in Public Relations, an AA in Journalism and an AS in Addiction Studies. Her approach combines communications, storytelling and relationship-building.

Contact

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