

Shopping Marathon with Starkville Frostbite

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Elisa Stocking, Starkville Frostbite Intern

What if your “new year, new you” prioritized self-care instead of reinventing yourself? I know I’m still recovering from 2023, so join me under the Christmas lights in practicing self-care this January by browsing all the shops and restaurants in Starkville’s Downtown, Midtown and Cotton District areas. While racers enjoy their 5K, 10K and half marathon, a great opportunity to treat yourself this month is to do a shopping ‘marathon’ during the [Starkville Frostbite Race](#)!

Starting in Downtown Starkville, let’s get all warmed up with [Nine-Twenty-nine Coffee Bar’s](#) free hot chocolate from 7:30 a.m. until 11 a.m. Get your wallet ready to browse [L.A. Green](#) and [Occasions](#)’ biggest sale of the year, with deals up to 80% off retail prices. I’ve been eyeing so many things from these stores this holiday season, so don’t pass up this opportunity to get ahead and grab high-quality gifts for any occasion and personalized Christmas décor for next year.

Seeing your loved one running the race they’ve trained months for may get you thinking about Valentine’s Day, so follow the racers down to Midtown Starkville and stop by the [I Just Have To Have It boutique](#). Enjoy buy one, get one deals from the entire store, including jewelry, dresses and shoes. While the runners continue fighting the cold, treat yourself to [free facial moisturizer](#) from the newly opened [Shine Facial Bar](#) and get 20% off your first facial. Don’t forget to cross the street to celebrate the limited return of Starkville’s most beloved and dearly missed Italian eatery, Stromboli’s, with mini calzones and fried Oreos while supplies last!

In the Cotton District, visit [Bin 612](#) for 15% off any order of cheese fries. Or visit [Two Brothers](#) for 10% off your first alcoholic drink. Finish your shopping marathon with [Bulldog Burger’s](#) Frostbite special: a spiked eggnog milkshake topped with a marshmallow yeti.

After a season of giving, take this time to treat yourself on January 27 during the [Starkville Frostbite Race](#). Starting at 7:30 a.m., enjoy a marathon shopping spree full of discounts, free gifts and restaurant specials that won’t freeze your bank account!