



Contact:
Meredith Kessler
mkessler@tunheim.com
(651) 308-6224

Jen Gates
(612) 710-0168
jgates@tunheim.com

FOR IMMEDIATE RELEASE

Holidazzle Kicks Off 2017 Season in Loring Park on Friday, November 24

Opening Celebration Features Local Musical Performance and Fireworks Display

MINNEAPOLIS (November 9, 2017) — The Minneapolis holiday tradition [Holidazzle](http://Holidazzle.com) returns to Loring Park on Friday, November 24 for four weekends of community festivities. Opening night will include a Ceremonial Opening celebration at 6:30 pm at the Holidazzle stage with holiday lighting, a musical performance, and fireworks display to kick off this year's holiday season.

Holidazzle 2017

Thursdays – Sundays, November 24 – December 23

Thursdays from 5 pm – 9 pm | Fridays from 5 pm – 10 pm

Saturdays from 11 am – 10 pm | Sundays from 11 am – 7 pm

holidazzle.com | Free & open to the public



“We are excited to invite you and yours to Holidazzle at beautiful Loring Park in downtown Minneapolis this winter,” said Leah Wong, vice president of external relations, mpls downtown council. “We have a great lineup of free activities and programming, including different activities and pop-up vendors each week. Every time you visit Holidazzle this year, the experience will be unique.”

Weekly staples at this year's Holidazzle include:

- Fireworks Displays
- Santa Visits
- 9 Movie Nights (featuring movies like Harry Potter & the Sorcerer's Stone, Beauty and the Beast, Home Alone, Frozen and more!)
- Free Skating at Wells Fargo Mpls WinterSkate
- Kids Zone
- Local Musical Performances
- Bonfires & Warming Houses
- Visit the Holidazzle schedule page for details: www.holidazzle.com/schedule

Plus, Holidazzle will offer surprise and delight activities unique to specific weekends, including:

- **Lands' End:** Lands' End will spread holiday cheer at Holidazzle from December 1-3 by offering attendees the chance to call Santa. Event attendees can call the Santa Hotline in an iconic red phone booth and speak with the jolly guy to share wish lists and for a chance be selected as **Santa for a Day**. Selected “Santas” will each receive a sack of presents and have the chance to share in the spirit of giving.

- **Northern Grade at Holidazzle:** On Dec. 9-10, Northern Grade will return to Minneapolis where it launched in 2010. Now internationally renowned, Northern Grade will take over Holidazzle’s Shops Tent and offer their Northern Grade experience in Loring Park.
- **Winter Open Streets at Holidazzle:** On Dec. 16, a summer staple joins the winter lineup. Winter Open Streets at Holidazzle will activate the new Nicollet to Loring Park.

“Holidazzle brings our community together to enjoy the holiday season, and we’re excited to host it again this winter in Loring Park,” said Jayne Miller, Minneapolis Park & Recreation Board Superintendent. “We are thrilled to welcome people from across the region to our wonderful downtown gathering space within the park system. It’s a great opportunity to enjoy the holiday season together.”

Holidazzle offers an incredible assortment of on-site prepared food and beverages representing Minnesota’s culinary scene, including limited time items: the exclusive Holidazzle sausage (featuring wild rice and cranberries) from **Kramarczuk’s**, Fulton Beer’s wildly popular **Holidazzle Proper Porter**, and **Mulled Hot Cider** featuring **Sociable Cider Werks’ Fat Bike** released first at Holidazzle. Other food offerings in the lineup include:

Cindy’s Cinnamon Roasted Almonds	K-Town Street Foods
Pierogi’s Place	Poffertjes (The Littlest Pancake)
Waltz Wings	Fair Faves
Cheese Bros.	The Thirsty Whale
And More!	

Complementing the prepared food and beverages are a wide variety of local merchandise vendors offering unique holiday gift items from right here in the community:

Love Your Melon	Faribault Woolen Mill Co.
Hippy Feet	The Beer Dabbler
Three Rivers Syrup	The Purple Tree
The Cookie Cups	DK Wood Toys
AnnMade in MN	STICHESbycarin
KCM Woodwork	Moxie Malas
Blue Turtle Handmade Crafts	Martin’s North Shore Apparel
The Abbey	Bring It!
My Sister	Fair Anita
WinterCraft	TC Women’s Choir
Skyline Specs	And More!



Also of note: lighting and ambiance will be part of the Holidazzle experience, including twinkle lights within Loring Park, and the popular Wolf and Moose exhibit, a Christopher Lutter-Gardella creation, returns this year.

When planning a trip to Holidazzle, visitors can enjoy **Free Ride Nights courtesy of Metro Transit** each Saturday throughout the run. Get there by bus or light rail with a free-ride pass, which can be downloaded at Holidazzle.com. The pass must be printed and shown during the free ride, and the free-ride pass is good from 10 am-11 pm each Saturday from Nov. 25 through Dec. 23. Also look for parking options near Holidazzle with ramps offering low-cost parking opportunities. A drop-off and pick-up location will be available on the corner of Yale Place and Willow Street, and ADA-accessible parking spots are available along Willow Street.

For more information on Holidazzle **scheduling, vendors** and **entertainment**, visit www.holidazzle.com and follow along on social media through [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #Holidazzle. Holidazzle imagery can be found at www.holidazzle.com/media.

About Holidazzle:

The 2017 Holidazzle is managed and produced by the mpls downtown council in partnership with the Minneapolis Park and Recreation Board. Holidazzle is an annual holiday tradition in downtown Minneapolis that offers free programming and activities for all ages and ability while also highlighting local people, places and products that make our community unique. The 2017 Holidazzle is sponsored by Comcast, PCL, CenterPoint Energy, Power Partner Minnesota, Egan, Love Your Melon, Metro Transit, Mpls St. Paul Magazine, Fulton Beer, Sociable Cider Werks, Minneapolis Recycles, and Premium Waters.

About the mpls downtown council:

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The mdc's collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit www.mplsdowntown.com.

About the Minneapolis Park and Recreation Board:

The Minneapolis Park and Recreation Board is an independent, semi-autonomous body responsible for the Minneapolis park system. With 179 park properties totaling 6,801 acres of land and water, the Park Board provides places and recreation opportunities for all people to gather and engage in activities that promote health, well-being, community and the environment. Its Grand Rounds Scenic Byway, neighborhood parks, recreation centers and diversified programming have made the park system an important component of what makes Minneapolis a great place to live, play and work. More than 22 million annual visits are made to the nationally acclaimed park system, which was named the number one park system in the nation in 2013, 2014, 2015, 2016 and 2017 by The Trust for Public Land's ParkScore® Index.

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