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FOR IMMEDIATE RELEASE

Holidazzle Announces More for 2020 Virtual Experience

The Holidazzle Show to headline schedule and feature weekly shows bringing Holidazzle to you.

MINNEAPOLIS (November 10, 2020) — Holidazzle shared today the first of it's 2020 virtual experience, The Holidazzle Show.

The Holidazzle Show presented by Comcast will bring elements of Holidazzle to you and yours wherever you are, whenever you'd like. Four episodes of The Holidazzle Show presented by Comcast will be available on **Holidazzle.com** with new episodes airing Friday, November 27 and the three following Thursdays: December 3, December 10, and December 17.

The show will feature a visit from **Santa, DIY holiday projects, entertainment, small business holiday gift ideas, local food spotlights**, and more. The Holidazzle Show will complement Holidazzle's 2020 virtual experience providing online content including interactive social media challenges, past photos and videos, live craft demonstrations, and HoliTivities featuring free activities for all ages.



"We are excited to bring the spirit of Holidazzle to you and yours this holiday season through our 2020 Holidazzle virtual experience," said Leah Wong, vice president of external relations, mpls downtown council. "Wherever you are, you can enjoy the entertainment and activities you've come to expect each year at Holidazzle, and we look forward to being together again when we can safely return to an in-person celebration."

"Holidazzle has been an important long-standing tradition in our community and we are thrilled this year's celebration will continue in a new way," said J.D. Keller, regional senior vice president, Comcast Twin Cities. "All of us at Comcast are proud to be the presenting sponsor of The Holidazzle Show and are excited our customers can seamlessly experience this free and festive destination on the X1 platform."

Additional details will be announced throughout November.

Other online content and activities include:

- **HoliTivities**
- **Holiday cooking recipes**
- **Mpls Craft Market virtual shopping experience featuring local makers**
- **Where to enjoy winter in the Minneapolis area**
- **Virtual ice skating lessons**
- **Weekly social media challenge**
- **Past Holidazzle photos and videos**

- **And more**

Visit www.holidazzle.com or follow Holidazzle on [Facebook](#), [Twitter](#) and [Instagram](#) to enjoy this year's virtual content.

Holidazzle—which typically takes place in Loring Park—is moving online this year due to the COVID-19 pandemic and continued concerns around public gatherings. In addition to Holidazzle, the Mpls WinterSkate ice rink in Loring Park will take the season off to prioritize public health.

About Holidazzle:

The 2020 Holidazzle is managed and produced by the mpls downtown council. Holidazzle is an annual holiday tradition in mpls downtown 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 2020 Holidazzle virtual experience is sponsored by Comcast, Xcel Energy, Mpls Downtown Improvement District, Fulton Beer and more. For more information, visit www.holidazzle.com and follow along on social media through [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #Holidazzle.

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.

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