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FOR IMMEDIATE RELEASE

Holidazzle announces 2020 virtual experience

Annual holiday event will take place online this winter; full schedule announced in early November.

MINNEAPOLIS (October 15, 2020) — The mpls downtown council announced today that the 2020 [Holidazzle](#) will take place virtually this holiday season due to the COVID-19 pandemic and continued concerns around public gatherings.

The event, which typically takes place in Loring Park, will move online and offer holiday-themed activities and interactive engagement. A full schedule will be released in early November.

With public health a top priority, moving Holidazzle online will still offer holiday fun for all ages and abilities.



“This was a difficult decision, but the right decision. Our community’s health and well-being are most important as we head into the holiday season,” said Leah Wong, vice president of external relations, mpls downtown council. “We are excited for the virtual experience Holidazzle will provide as you and yours celebrate with us wherever you are.”

In addition to Holidazzle, the Mpls WinterSkate ice rink in Loring Park will take the season off to prioritize public health. Mpls WinterSkate, produced by the mpls downtown council in partnership with Minneapolis Park and Recreation Board, has provided a refrigerated sheet of ice, complimentary skates for use, and a heated warming house for the community and visitors to enjoy.

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. 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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