



Contact: Molly Steinke, Nemer Fieger, (612) 309-1677, molly@nemerfieger.com

See you in mpls downtown this holiday season

Holidazzle to feature in-person moments downtown

Minneapolis (November 17, 2021) --- Don't miss a packed season of festivities, events and collective urban experiences taking place in downtown Minneapolis this holiday season. While you're planning your trip to a game, a holiday show or night at your favorite restaurant, enjoy Holidazzle in-person moments taking place from Peavey Plaza to Loring Park.

This year's Holidazzle will again bring community together to enjoy activities, entertainment and highlight local small businesses while taking in the holiday season together.

The 2021 Holidazzle will feature:

- **November 26 - December 3: Holidazzle Yeti at Peavey Plaza**
- **December 4 & 11: Free Santa Zoom virtual calls**
- **December 17 - 19: Holidazzle in Loring Park:**
 - Friday 5 - 9 p.m., Saturday 2 - 9 p.m., Sunday 11 a.m. - 5 p.m.
 - A free and fun-for-the-whole-family experience complete with seasonal entertainment, Santa, local foods and beverages, holiday shopping from local small businesses, and amusement rides (Ferris wheel, carousel, and a giant slide). Plus, Friday and Saturday feature festive fireworks at 7 p.m.

"Join us for fun collective urban holiday experiences throughout downtown, enjoy an event, grab dinner, and celebrate together," said Leah Wong, vice president of external relations, mpls downtown council. "We are thrilled to welcome you and yours back to Holidazzle moments in person this holiday season. At Holidazzle, we invite you to take in great holiday shopping and food from local small businesses, fireworks, activities, and entertainment for all ages to enjoy. See you downtown."

Plus, there will be fun activities and events taking place throughout downtown to enjoy. Visit mplsdowntown.com/events for a full calendar of events, and while you're downtown [visit great dining and shopping locations](#). This holiday season, don't miss out on the following:

- **Holidazzle** moments in Loring Park and Peavey Plaza
- **Anastasia** at the Orpheum Theatre
- **A Christmas Carol** at the Guthrie Theater
- **Toy Story in Concert with the Minnesota Orchestra** at Orchestra Hall
- **Loyce Houlton's Nutcracker Fantasy** at the State Theatre

- **The Dayton's Project: Holiday window displays, The Departments at Dayton's and live musical performances**
- **Holiday lighting** along Nicollet and Peavey Plaza
- **Timberwolves and Vikings** games
- First-class downtown **dining**
- **Fun adventures** for you and yours

Start the fun today: Holidazzle will be celebrating the upcoming season TODAY (November 17) at IDS Center Crystal Court. Stop by at 12 p.m. for a Holidazzle photo op, Santa, music by Sarah Morris, and festive treats while supplies last.

When you plan your trip downtown, enjoy these available parking options. When visiting Holidazzle, plan to park at **Minneapolis College (1420 Hennepin Ave. S.) for \$5 or less on December 17-19**. Plus, learn more about the [Mpls Parking reloadable parking card](#) usable for parking at specific locations.

For a full calendar of downtown events this holiday season, visit mplsdowntown.com. Follow along with more information on mpls downtown and share your experience on social media using the hashtag #mymplsdt.

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 Holidazzle:

The 2021 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 2021 Holidazzle is sponsored by Comcast, Xcel Energy, Mpls Downtown Improvement District, Fulton Beer, CenterPoint Energy, Power Partners Minnesota, IBEW Local 292, Parsons Electric, Kraus-Anderson and Mpls Recycles. For more information, follow Holidazzle at www.holidazzle.com and on social media using the hashtag #Holidazzle.

###