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FOR IMMEDIATE RELEASE

2015 Holidazzle Planned In New Loring Park Location

MINNEAPOLIS (September 24, 2015) — The Minneapolis Downtown Council announced today that the 2015 Holidazzle will take place in Loring Park during the current remodel of Nicollet Mall.

A community gathering place, the 2015 Holidazzle will offer free family-friendly programming. Features include local food and beverage vendors, artesian booths, entertainment, and fireworks.

Holidazzle will begin the day after Thanksgiving, Friday, November 27, and run Thursdays through Sundays through Sunday, December 20. Operating hours will be 5-9 p.m. on Thursdays and Fridays and 11 a.m.-9 p.m. on Saturdays and Sundays.

“We’re excited about the opportunity to move Holidazzle to Loring Park during the Nicollet Mall Project,” said Leah Wong, vice president of events and marketing, Minneapolis Downtown Council. “Our team is working hard to create an authentic holiday experience that best aligns with today’s downtown, and we have carefully crafted this year’s Holidazzle based on feedback we received last year.”

After reviewing general public feedback from last year’s event, the Minneapolis Downtown Council has made specific changes to this year’s Holidazzle experience including:

- **No admission fee**—All activities will be free of charge
- **One experience**—While vendors will be present, it will all be a part of one destination known as Holidazzle, a great community gathering spot as we celebrate winter
- **Increased fireworks**—One of last year’s biggest hits was the opening night fireworks display, and there will be more opportunities to see winter fireworks along with other family-friendly programming

The Minneapolis Downtown Council is working with the Minneapolis Park & Recreation Board on this year’s Holidazzle experience in Loring Park. More details on Holidazzle will be provided later this fall. For the most recent news and information, follow Holidazzle on [Facebook](#), [Twitter](#) and [Instagram](#) using the hashtag #Holidazzle. Holidazzle will return to Nicollet Mall when the remodel is complete.

About the Minneapolis Downtown Council:

Founded in 1955, and one of the oldest central business associations in the nation, the Minneapolis 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 DowntownMpls.com.

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