



ECONOMIC  
IMPROVEMENT  
DISTRICT INC.

**Media Release**

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DOWNTOWN EVANSVILLE – Economic Improvement District

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## **Santa Stroll scheduled for Friday, December 10**

*Travel along Main Street and take photos with the holiday decor and special guests*

**ANNOUNCEMENT – December 7, 2021:** Downtown Evansville is decorated for the holiday season and Friday marks the return of a holiday tradition that started in 2020. On Friday, December 10 from 5 – 7 PM the DOWNTOWN EVANSVILLE – Economic Improvement District (EID) will host the 2nd annual Santa Stroll on Main Street (between Riverside Dr. and Martin Luther King Jr. Blvd.).

Guests will stroll by foot or vehicle along Main Street beginning at Riverside Drive. As they travel, guests will enjoy the EID's holiday decorations and lighting installations; including the new Tunnel of Light featuring more than 13,000 lights (One Main Street), the Chandelier Tree (130 Main Street), 12' nutcrackers and the lighted archway at 2<sup>nd</sup> & Main, the Heart of Downtown Evansville (212 Main Street at the Arts Council of Southwestern Indiana), Santa's Little Helpers Alley (213 Main Street by Evansville Eyecare Associates), the new "Christmas Tree Lot" (22 Main Street by Zuki Downtown), the decorated fountain (300 block of Main), a 10' lighted tree (400 block of Main), an 11' Snowflake with more than 3,000 lights and 150 acrylic snowflakes reflecting the alley's lights, (500 block of Main), and ending at the City of Evansville Christmas Tree (Civic Center).

Costume characters will be at the Christmas Tree Lot and the 10' lighted tree to pose with guests for photos. The "Snow Sisters" will be on the 500 Block of Main to pose for quick photos with guests. A volunteer will distribute a free ornament to children. Santa and Rudolph will be stationed on the 600 Block of Main Street across from the Ford Center and will be available for brief photo opportunities. A volunteer will be on-site to provide each child with a pre-packaged Christmas craft and stickers. As guests leave Main Street, they will see the City of Evansville Christmas Tree with approximately 25,000 lights. The event is free to attend and is open to the public.

It's a busy time of the year for Santa, the Snow Sisters, and all the characters, so please note that the event will end promptly at 7 PM. In the case of inclement weather or rain the EID may cancel the event. A final decision on holding the event will be made by noon on Friday, December 10 and an announcement shared at [DowntownEvansville.com](http://DowntownEvansville.com) and the EID's Facebook, Instagram, and Twitter accounts, Downtown Evansville Indiana.

"This event debuted last year in response to the COVID-19 pandemic. The response was overwhelming positive, with over 800 cars driving along Main Street during the two-hour event. This year we wanted to provide multiple options for guests, including the ability to join us by foot or vehicle.

We look forward to seeing lots of smiling children on Friday night,” says Josh Armstrong, president, EID.

Shops and restaurants along Main Street and throughout Downtown will be open for business.

Visit [DowntownEvansville.com/Stroll](https://DowntownEvansville.com/Stroll) to learn more about the event.

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### **About DOWNTOWN EVANSVILLE – Economic Improvement District**

*Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, work and visitor experiences in Downtown Evansville. In 2021, the EID will lead over \$200,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy, and safety programs.*