



PRESS RELEASE

Moira Magic Be a part of bringing light to our city

Belleville, Ontario, February 9, 2021 - If you have been out for evening walks along the Riverfront Trail lately you may have noticed some interesting ice sculptures and snow lanterns on the edge of the Moira.

Jeff Wildgen spearheaded this unique community arts initiative, with the support of the Quinte Arts Council and Downtown District BIA. The intention is to bring a little light into all of our lives, while staying safe.

You will often find Jeff out on the trail working on a sculpture or a lantern but the project was designed to engage our community. **Citizens are encouraged to build lanterns, sculptures and suncatchers at home, and place them along the walking trail just south of Catharine Street bridge** to be enjoyed by passers by. Large pails are available along the trail to pack snow for snow lanterns that, when lit, with tea lanterns, cast a warm glow along the river.

The idea is loosely based on a Japanese tradition, to create packed snow lanterns and whimsical ice sculptures helping to illuminate cities and towns. They will eventually melt, but their melting shapes and forms only add to the visual treat. **Local artists are invited to create ice art in between the snow lanterns** at their leisure.

On Valentine weekend, weather permitting, **all lanterns will be lit on Friday, Saturday and Sunday night**. For instructions on how to make lanterns and sun catchers visit Moira Magic Facebook page <https://www.facebook.com/groups/moiramagic>

For more information please contact:

Kelsey Moniz, Media & Marketing Officer
e-mail: hello@downtownbelleville.ca
Phone: 613-968-2242

Visit **DOWNTOWNBELLEVILLE.CA**