



MEDIA RELEASE

Kick Off the Holiday Season in Belleville

Belleville, Ontario, November 15, 2021 - Make your list and check it twice for all the festivities to enjoy in Belleville this weekend to kick off the holiday season!

Festival of Lights launches on Friday, November 19 at 5 p.m. From November 19 to January 2, you can follow the map of lights from the top of Front Street down to South Front Street, through Jane Forrester Park, up South George Street to St. Paul Street, down Foster Avenue to Keegan Parkway at Herchimer Avenue. Experience the array of lights, movements and sounds - a must-see event for visitors and residents alike.

On Friday, November 19, registration begins for the **2nd Annual Home for the Holidays Light Tour**. Belleville residents who are dressing up the outside of their homes with lights and holiday decor are invited to submit their address to be featured on a self-guided tour map. Learn more and register at discoverbelleville.ca.

Starting this weekend, you can also come and be **Enchanted in Downtown Belleville**. With large, bright light displays, Santa's Chair and seasonal festivities, the Downtown District is a magical place to be in the winter.

This weekend the Downtown holiday fun begins on Saturday, November 20 with Orlena Cain's **Merry Merry Market** at Venue 1906 (34 Victoria Avenue) from 10 a.m. to 5 p.m. with several local vendors. Admission is free with a donation to Quinte Children's Foundation.

On Sunday, November 21 come shop the streets as **Side Hustle Market** vendors sell handmade goods from 2-6 p.m. Grab a hot chocolate from Happy Buddha or Quinte Corner Cafe and shop games for the whole family at Scalliwag Toys before the Santa Claus Parade.

Until January, many more Enchanted events will be popping up Downtown, including winter weekends with retailers open late on Thursdays, live music at restaurants on Fridays and breakfasts on Saturdays.

"There is a truly magical holiday experience to be discovered in Downtown Belleville," says Luisa Sorrentino, Belleville Downtown District BIA Executive Director. "The lights are twinkling, music is playing, people are holiday shopping and enjoying each other's company. We can truly say you will be enchanted in the Downtown District this winter."

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On Sunday, November 21, Santa Claus is coming to town! Beginning at 4:30 p.m. at the Belleville Fairgrounds, floats in the **23rd Annual Santa Claus Parade** will head East along Bridge Street, ending at the Bayview Mall. To ensure everyone has a fun and safe experience, remember to dress warm, bring lawn chairs and blankets, respect social distancing and wear a mask when distance cannot be maintained. No feet on the street and no bums on curbs is necessary for everyone's safety.

"Food and toy donations will be collected along the route and Canada Post's elves will pick up letters to Santa," says Jill Raycroft, Belleville Chamber of Commerce CEO. "The 2019 parade was one of the best and the transition from the traditional route to following Bridge Street all the way from the Fairgrounds to the Bayview Mall was met with great enthusiasm by everyone. This route also allows for the distancing protocol we've all become used to through the pandemic."

For more information on holiday festivities in Belleville, visit **downtownbelleville.ca/enchanted** or **discoverbelleville.ca**.

For more information please contact:

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