



PRESS RELEASE

Light Displays Fill Downtown Belleville

Belleville, Ontario, November 25, 2021 - Walk the streets of our historic Downtown Belleville with a warm drink from one of our several cafes and take in the beauty of light displays and holiday windows. **Until January 10**, catch your Instagram-worthy snaps at the festive decorations throughout the core as part of the annual Enchanted event.

The Downtown Belleville Business Improvement Area (BIA) has placed displays such as a **giant tree** at the corner of **Front and Dundas**, a **giant tree** at **Century Village Square**, the **star stack** at the **Belleville Public Library**, the **ornament frame** beside **Ekort Realty** and the **gift box frame** at the **gates** by 267 Front.

“With the light installations this year, we have created unique and joyful spaces by offering experiential “Instagrammable” moments,” says Luisa Sorrentino, BIA Executive Director. “By encouraging social media users to post pictures online highlighting our event and the fun that transpires through it, we are fostering a new generation of Downtown ambassadors. We are making this the place they want to share and be Enchanted in this winter.”

The light installations are intended to help visitors and residents extend their holiday tradition of visiting the **Festival of Lights**, which runs until 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. Find the map at downtownbelleville.ca/enchanted.

In addition to the light up installations in the Downtown, over 60 businesses in the district also have their windows painted for the festive season by local artists **Shannon Webster of Mural Maiden** and **Melissa Brant of She's High on Vibes**. Many retailers are open late this winter to help you with your holiday shopping and restaurants are serving delicious meals to keep you warm. Learn more about the winter-long event at downtownbelleville.ca/enchanted.

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