



Announcing Holidazzle Festival on Nicollet Mall

Free Festival on Five Blocks over Five Days

Wednesday, Dec. 18 – Sunday, Dec. 22, 2024

Minneapolis (October 3, 2024) --- The Minneapolis Downtown Council is delighted to announce revitalization of the beloved civic winter festival, Holidazzle. Five blocks of Nicollet Mall in downtown Minneapolis, from 6th Street to Peavey Plaza (11th), will transform into a free and family-friendly holiday experience, Wednesday, Dec. 18 through Sunday, Dec. 22, 2024. Holidazzle 2024 promises a vibrant holiday atmosphere filled with fun, joy, and holiday cheer in the heart of the city.

The 2024 Holidazzle will once again bring community together to enjoy seasonal activities and entertainment while also supporting local small businesses. Guests are invited to stroll the Nicollet Mall as it becomes a festive playground complete with twinkling lights, performances, and tasty bites from local food trucks.

“Holidazzle is the perfect way to bring people together to celebrate our beautiful city in our winter season,” says Adam Duininck, president and CEO of the Minneapolis Downtown Council. “From Minnesota-made treats to community performances to families making their holiday memories, it’s a true showcase of the talent, creativity, and spirit that makes Minneapolis shine!”

Holidazzle highlights will include:

- Light & art installations
- Holiday shopping pop-ups featuring Minneapolis Craft Market, Dayton’s Holiday Market, Chameleon Shoppes featuring BIPOC women-owned vendors, and Minneapolis Vintage Market
- Two entertainment stages
- Free Roller Skating and Minne-Golf
- and of course, visits with Santa.

Admission to Holidazzle is free and open to the public. “Friends of Holidazzle” passes are available for purchase starting November 1 and are partially tax deductible. The passes include valet parking, access to indoor restrooms, a limited-edition souvenir, and a Santa “fast pass.”

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New this year: the Holidazzle Hospitality Hub

Looking for the perfect holiday party location? The Holidazzle Hospitality Hub is a private indoor location on Nicollet Mall designed exclusively for festive fiestas. Let the team at Minneapolis Downtown Council help create your custom celebration for 50 - 1,000 guests complete with jolly seasonal decor, branded welcome signage, audio system, and holiday playlists. For more information and to book your gathering, contact Kitty Fahey at kfahey@mplsdowntown.com.

Holidazzle is partnering with Target, Xcel Energy, CenterPoint Energy, Fulton, Sherman Associates, and many others to showcase our treasured Nicollet Mall.

While you're downtown for Holidazzle, be sure to include one of many other seasonal activities on your itinerary such as performing arts and concerts at Hennepin Arts, Minnesota Orchestra, Guthrie, Fine Line, Dakota, and two Timberwolves games at Target Center.

For more information and a complete schedule of events, please visit Holidazzle.com.

Assets courtesy of Minneapolis Downtown Council

https://drive.google.com/drive/folders/1_65j9i-K9HPQiGjaDYKZnl-G6GgKfwyq

Dates and Hours

Wednesday, December 18	4 - 9 p.m.
Thursday, December 19	4 - 9 p.m.
Friday, December 20	4 - 9 p.m.
Saturday, December 21	Noon - 9 p.m.
Sunday, December 22	Noon - 6 p.m.

Holidazzle Social Media

Facebook @MplsHolidazzle
Instagram @HolidazzleMpls
Twitter @Holidazzle
Hashtags #Holidazzle, #mymplsdt

About Holidazzle

Holidazzle has been bringing holiday magic to Downtown Minneapolis for over 30 years, starting in 1992. The 2024 Holidazzle is managed and produced by the Minneapolis Downtown Council. Holidazzle is an annual holiday tradition in downtown Minneapolis that offers free programming and activities for all ages and ability while also highlighting local people, places and products that make our community unique.

About the Minneapolis Downtown Council

Founded in 1955, and one of the most historic 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 connects and empowers people to make downtown a place everyone wants to be. For more information, visit mplsdowntown.com.

Media Contacts

Molly Mulvehill Steinke, Nemer Fieger, molly@nemerfieger.com, 612-309-1677
Mike Haberman, Nemer Fieger, mhaberman@nemerfieger.com, 612-432-9898