



2024 Holidazzle Festival *What's New & Highlights*

Minneapolis (November 27, 2024) --- The heart of Downtown Minneapolis is getting ready to transform into a winter wonderland for the 2024 Holidazzle Festival. Nicollet Mall between 6th and 11th Streets will host this vibrant holiday celebration beginning Wednesday, Dec. 18 through Sunday, Dec. 22. Holidazzle is free, community-focused civic holiday tradition produced by the Minneapolis Downtown Council.

Each of the five days of Holidazzle will give guests the opportunity to catch entertaining musical performances on two stages (indoors at IDS and outdoors on the U.S. Bank Stage), shop local vendors for glorious gifts, enjoy tasty options from food trucks parked along Nicollet, putt and play Minne-golf, lace up and enjoy roller skating presented by CenterPoint Energy, and, of course, share wish lists with Santa at his North Pole outlet between 8th and 9th Streets.

NEW: Opening Ceremony featuring Minnesota Chorale, Vikings' SKOL Line, and NUR-D Wednesday, Dec. 18 beginning at 4:15 p.m.

Help kick off Holidazzle at the U.S. Bank Stage outdoors on 9th and Nicollet. Enjoy the velvet voices of the Minnesota Chorale and the drumbeats of the Vikings' Skol Line. Then, at 6:15 p.m., jam to a performance by Minneapolis' own "7th Favorite Hip Hop Person," NUR-D.



NEW: Peppermint Pub Crawl Saturday, Dec. 21 from 5 - 9 p.m.



Folks will be spreading holiday "cheers!" along Nicollet Mall, thanks to the Peppermint Pub Crawl.

Several local bars and restaurants in Downtown Minneapolis are participating in this inaugural event, each serving up festive holiday "spirits."

Tickets are \$25 per person or \$80 for four people. Pub Crawlers (21+) will receive a peppermint striped beanie and three drink coupons for complimentary cocktail samples, as well as a guide to locations and drink options. Check in at City Center.

Participating establishments include Barrio, Devil's Advocate, The Local, The Lodge at Nordic Village at Four Seasons, Marriott City Center, The Marquette Hotel Lounge, The News Room, noa, Roxy's Cabaret, and the pop-up Holidazzle Bar (on Nicollet between 7th and 8th Streets).

For and tickets, visit holidazzle.com/plan-your-visit/.

--- more ---

Pop-Up Holiday Markets

Holidazzle is proud to support local small businesses. Bring your gift list and shop among 200 local vendors. Don't forget to treat yourself!

Throughout Holidazzle

- Chameleon Market featuring BIPOC, women-owned businesses at Dayton at Gaviidae YMCA
- Minneapolis Craft Market at IDS Center
- Dayton's Holiday Market in the Dayton's Project

Friday, Dec. 20 & Saturday, Dec. 21

- Very Vintage Holidazzle Market in City Center



Holidazzl-ing Entertainment, Indoors and Out



Two stages, one inside and one out, will host live performances and activities throughout the festival.

The IDS Crystal Court will be home to the indoor stage and the U.S. Bank Stage will be outdoors near 9th and Nicollet.

For a complete schedule, visit [Holidazzle.com](https://www.holidazzle.com).

U.S. Bank Stage

- Singers from the Minnesota Chorale and NUR-D on Wednesday
- Silent Disco on Thursday
- Karaoke on Friday and Saturday
- Snowga and a Kids Dance hosted by YMCA on Saturday and Sunday
- Twin Cities Trapeze on Friday, Saturday and Sunday
- Actors from The Children's Theatre Company will perform scenes from "Dr. Seuss's How the Grinch Stole Christmas" on Saturday

Indoor Stage

- A Capella Sing-Off - Prelims on Thursday and Friday, Finals on Saturday
- Armstrong HS Choir, Lakeville North Now, and Then Singers on Wednesday
- New Dimension Choir, The Apollo Club of Minneapolis, and Outloud! on Thursday
- Drag Bingo, St. Louis Park HS Singers, and Anna Devine on Friday
- Maple Grove HS Choir Crimson Carolers, Heartfelt, Northern Lights Choral, and Emmy Woods on Saturday
- Swing 6625 and The Court Revelers on Sunday

Roll-A-Dazzle presented by CenterPoint Energy

Roller skate your way around the holiday-themed roller rink inside City Center with Twin Cities Skaters. Bring your own roller skates or rent some for free. All ages are welcome.

--- more ---

Twinkling Lights Galore



Nicollet Mall will be a-glow with twinkling lights and interactive lighting displays powered by Creos and Big Animal Productions.

LAPS - 11th Street to 10th Street

This interactive light display was created by Olivier Landreville in collaboration with Serge Maheu.

Passage - 9th Street to 8th Street

Walk through this incredible lighting display created by Serge Maheu.

Yeti - Between 9th and 8th Streets

The 17-foot tall, 360-pound marionette is Holidazzle's official mascot. Designed in 2019 by Christopher Lutter specifically for Holidazzle, the illuminated Yeti will delight spectators between 9th and 8th Street.

Friends of Holidazzle Passes

Support the Holidazzle tradition via Vibrant & Safe Downtown, a 501(c)(3) organization, by purchasing a Friends of Holidazzle passes. Passholders will enjoy complimentary valet parking, a commemorative collectible, access to indoor restrooms, and a fast pass to see Santa. Passes are \$100 per adult and one child (12 and under), with each additional child for \$25. A portion of the purchase price is tax-deductible.

Metro Transit is offering **FREE** rides to and from Holidazzle. Discounted parking is also available at select downtown parking ramps.

For details on everything Holidazzle, visit [Holidazzle.com](https://www.holidazzle.com)

Assets courtesy of Minneapolis Downtown Council

General Festival: [Holidazzle Images](#)

Peppermint Pub Crawl Pics: [Peppermint Pub Crawl Photos](#)

Dates and Hours: December 18 - 22, 2024

Wednesday, Thursday and Friday	4 - 9 p.m.
Saturday	Noon - 9 p.m.
Sunday	Noon - 6 p.m.

Holidazzle Social Media

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

Sponsors

The Minneapolis Downtown Council would like to thank our local business partners for supporting Holidazzle including Hennepin County, Target, U.S. Bank, and Xcel Energy, City Center, IDS Center, RSM Plaza, and Dayton at Gaviidae YMCA.

--- more ---

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. For more information, visit holidazzle.com.

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

###