



ECONOMIC
IMPROVEMENT
DISTRICT INC.

Media Release

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DOWNTOWN EVANSVILLE – Economic Improvement District

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**A Downtown Christmas Presented by Engelbrecht Enterprises
to be held December 4**

Holiday themed event offers fun for the entire family

ANNOUNCEMENT - November 30, 2021: Celebrate the holiday season in Downtown Evansville for A Downtown Christmas Presented by Engelbrecht Enterprises on Saturday, December 4 from 11 AM – 4 PM. The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) hosts the 8th annual event on Main Street (between 2nd and 4th Streets).

Guests will enjoy a variety of free, family-oriented activities beginning at 11 AM. Activities will include free photos with Santa, visits with Comet the Reindeer, “reindeer” pony rides from Lil’ Rexings’ Pony Express, holiday craft stations, a snow machine, costume characters, giant inflatable photo points, a ‘walk-in snow globe,’ and a 30-foot high Ferris Wheel on the 300 block of Main Street. Specialty vendors selling roasted nuts (free samples will be available while supplies last), baked goods, children’s educational toys, clothing, craft made musical instruments, and more will be set up in the Pop Up at Stratman’s at 401 Main Street. Finally, mail your children’s letters to Santa in Santa’s Mailbox Presented by Edward Jones Jim Back, CFP® Financial Advisor at the corner of 3rd & Main. The letters must be placed in the box by December 15 with a name and return address to receive a response from Santa Claus before Christmas. Support for this event comes from Engelbrecht Enterprises, Edward Jones Jim Back, CFP® Financial Advisor, and Raptor Con.

“The holiday season is a time for memory-making, and we’re ready to create special memories for you and your loved ones during A Downtown Christmas. We invite the community to see our holiday décor, shop and dine Downtown, and enjoy the day with many free, family friendly activities,” said Josh Armstrong, president, EID.

Shops and restaurants along Main Street and throughout Downtown will be open for business. The EID will have a tent at 318 Main Street to sell Downtown Evansville merchandise, including commemorative holiday t-shirts and sweatshirts.

Visitors can take photos with the EID holiday décor, including holiday lights along Riverside Dr, the new Tunnel of Light featuring more than 13,00 lights (One Main St), the lighted archway and 12’ nutcrackers (2nd & Main), the Heart of Downtown Evansville (212 Main Street at the Arts Council of Southwestern Indiana), Santa’s Little Helpers Alley (213 Main Street by Evansville Eyecare Associates), the new Christmas Tree lot (22 Main Street by Zuki Downtown), a 10’ lighted tree (400

block of Main), an 11' Snowflake with more than 3,000 lights (500 block of Main), and the City of Evansville Christmas Tree (Civic Center).

Visit DowntownEvansville.com/Christmas or Downtown Evansville Indiana on social media for more information on event activities and times.

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About DOWNTOWN EVANSVILLE – Economic Improvement District

Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, work and visitor experiences in Downtown Evansville. In 2021, the EID will lead over \$200,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy, and safety programs.