



**Media Release**

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DOWNTOWN EVANSVILLE – Economic Improvement District

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**Year-round lighting installation unveiling and Curbside Santa Visit  
scheduled for Friday, December 11**

*Tour the holiday lights and Visit Santa safely from your vehicle*

**ANNOUNCEMENT – December 9, 2020:** The DOWNTOWN EVANSVILLE – Economic Improvement District is hosting a virtual lighting ceremony for our newest year-round lighting installation, a Chandelier Tree, and an in-person Curbside Visit with Santa on Friday, December 11.

December 9, 2020: The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) is hosting a virtual lighting ceremony for our newest year-round lighting installation, a Chandelier Tree, and an in-person Curbside Visit with Santa on Friday, December 11.

The virtual lighting ceremony will take place on the EID Facebook page ([Downtown Evansville Indiana](#)) Friday, December 11, at 4:45 PM. The Chandelier Tree features 17 repurposed chandeliers that have been rewired with a low-voltage system to be safe, waterproof and energy efficient. The project is a collaboration of the EID, Wilde Horticulture, Pinnacle Contractors, and F.C. Tucker Emge REALTORS®. It was inspired by a similar tree from the Silver Lake neighborhood of Los Angeles, where two private citizens began hanging chandeliers from a tree in their yard. The site has welcomed hundreds of proposals, thousands of family and friend photos, and helped revitalize the century-old neighborhood.

Josh Armstrong, president, EID says, “We are always looking for ways to create points of connection between people and place, such as murals, landscaping, and lighting. We especially like lighting because it encourages people to explore and interact with Downtown during all times, and adds vibrancy during night hours, enhancing feelings of safety, and creating a sense of community.”

The Chandelier Tree will be located near the corner of 2<sup>nd</sup> & Main at the large ginkgo tree on the property of F.C. Tucker Emge REALTORS® Downtown, 130 Main Street.

Also, on Friday the EID will host an in-person Curbside Visit with Santa from 5-7 PM. Guests will drive down Main Street beginning at Riverside Drive. As they travel, they will enjoy the EID’s holiday decorations and lighting installations; including the new Chandelier Tree, 12’ nutcrackers and the lighted archway at 2<sup>nd</sup> & Main, the Wall of Lights, the new children’s themed “Santa’s Little Helpers Alley”, the Heart of Downtown Evansville, a 10’ Christmas tree, and a 12’ snowflake. The “Snow Sisters” will be on the 500 Block of Main to greet guests. A volunteer will distribute a free ornament to children in each vehicle. Santa will be stationed in front of Signature School on the 600 Block of Main. Guests should remain in their vehicle and Santa will greet them from a safe social distance. A volunteer will be on-site to provide each child with a pre-packaged Christmas craft. As guests leave

Main Street, they will be able to view the City of Evansville Christmas Tree, a 26-foot-tall Blue Spruce, in front of the Civic Center.

Also Downtown, a Christmas tradition will be on display this weekend on the 11<sup>th</sup> and 12<sup>th</sup> from 6-8:00 PM at the First Baptist Church of Evansville located at Cherry and Third. The annual drive-through Living Nativity presents costumed actors, sets and livestock telling the Christmas story. Josh Armstrong, president, EID, shares, "Consider visiting this free drive-through event before or after seeing our installations on Riverside and Main Street."

"We were saddened to cancel our traditional holiday events due to the pandemic, but we are pleased to offer a safe and free alternative that will allow children and families to still see Santa this holiday season. We look forward to seeing lots of vehicles full of smiling children on Friday night," says Josh Armstrong, president, EID.

Visit [DowntownEvansville.com/ChandelierTree](https://DowntownEvansville.com/ChandelierTree) and [DowntownEvansville.com/CurbsideSanta](https://DowntownEvansville.com/CurbsideSanta) to learn more about each activity.

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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.*