



ECONOMIC  
IMPROVEMENT  
DISTRICT INC.

## Media Release

November 3, 2021

### Contact:

**Adam Trinkel, Marketing & Events Director**

DOWNTOWN EVANSVILLE – Economic Improvement District

(812) 686-1896 | [adam@downtownevansville.com](mailto:adam@downtownevansville.com)

## **4th annual Holiday Open House to be held Saturday, November 6 & Sunday, November 7**

*Event celebrates the start of the holiday shopping season*

**ANNOUNCEMENT – November 3, 2021:** The DOWNTOWN EVANSVILLE – Economic Improvement District (EID) will host the 4<sup>th</sup> annual Holiday Open House Presented by Edward Jones Jim Back, CFP® Financial Advisor in Downtown Evansville on Saturday, November 6 from 9 AM – 4 PM and Sunday, November 7 from Noon – 4 PM.

The event coincides with the return of many of the EID's signature holiday decorations at the archway at Main and Second Streets, as well as a new holiday-themed installation, The Christmas Tree Lot, in front of Zuki Downtown (222 Main) and River Kitty Cat Café (226 Main). Remaining holiday decorations will be installed by November 22, including a new "Tunnel of Light" planned for the lawn of Old National Bank's headquarters at 1 Main St.

At 1 PM on Saturday, November 6 a special unveiling of Santa's Mailbox Presented by Edward Jones Jim Back, CFP® Financial Advisor will be held at the corner of Main and Third Streets. Children in attendance will be able to write their letters to Santa and place them in the mailbox. The EID is providing stationary, envelopes (including a return address envelope), and individual pencils for children. All letters should be placed in the mailbox by December 15. The letters will be delivered to Santa Claus, IN, where Santa's elves will respond to each letter in time for Christmas.

Downtown stores and restaurants will be open and offering holiday gifts and specials throughout the day. Live music from local musicians Wade Baker, Angel Rhodes Wilder, and Brandon McCarthy will take place along Main Street as guests stroll from shop to shop. Downtown restaurants will be open for dining.

"This event, now in its 4<sup>th</sup> year, allows our shops to showcase their holiday offerings. We look forward to welcoming shoppers as we kickoff of the holiday season in Downtown Evansville, with our merchants' emphasis on unique items and exceptional service," said Josh Armstrong, president, EID.

Visit [DowntownEvansville.com](http://DowntownEvansville.com) or Downtown Evansville Indiana on social media for event details.

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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.*