

## DOWNTOWN IMPROVEMENT DISTRICT

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**FOR IMMEDIATE RELEASE**

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## DOWNTOWN HOLIDAY JUKEBOX!

**Fort Wayne, IN** – The Downtown Improvement District is excited to announce the return of the Downtown Holiday Window Decorating Contest! This is a great opportunity for any Downtown business, organization, restaurant, etc. to join in the holiday cheer by decorating their window. Since its inception in 2015, the annual contest has enjoyed great success as businesses join together to brighten the holidays for our shared community.

Participation in the contest is completely free and this year's theme is **Downtown Holiday Jukebox**. Simply pick your favorite holiday tune and tailor your display as a tribute to the song. There will be 3 juried categories: *Most Thematic*, *Most Fort Wayne* and *Best at Night* and don't forget to cast your vote online for the *People's Choice* winner. All the windows will be ready by Thanksgiving Eve for the **Night of Lights**, when thousands of people flock to Downtown to see Santa and His Reindeer and the other lighting

displays lit up for the season. The Night of Lights is a magical evening where attendees can walk from one festive window to another adding to their holiday experience.

The winning windows will be announced on Friday, December 15<sup>th</sup> with the winners receiving: Featured inclusion in a congratulatory ad in the Journal Gazette following the contest, as well as being part of the featured promotion for the contest next year! Interested applicants should see the attached application and decorating tips. Those who can decorate but have no window space or who have window space but cannot decorate will be matched up so that everyone can participate.

**Timeline:**

Wednesday November 14<sup>th</sup> – All photos submitted to the Downtown Improvement District for posting

Wednesday, November 21<sup>st</sup> – **Night of Lights** kicks off voting

Monday, December 10<sup>th</sup> – Voting ends

Friday, December 15<sup>th</sup> – Winners are announced

- ❖ The **prizes** for the winning windows: Your window will be included in a featured thank-you ad following the contest in the Journal Gazette. The **People's Choice** winner will receive a DeBrand prize package and be the featured window in all promotions for the contest next year!

Thanks to our partners for helping promote this annual holiday tradition!

FORT WAYNE NEWSPAPERS  
THE NEWS-SENTINEL ▲ THE JOURNAL GAZETTE



For more information:

**[www.HolidayFestDowntown.com](http://www.HolidayFestDowntown.com)**

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