

PRESS RELEASE

FOR IMMEDIATE RELEASE



UPTOWN FOR THE HOLIDAYS

- **Uptown Winter Wonderland Happening Next Weekend**
 - **Holiday Tree Lighting Ceremony**
 - **New Winter Art Walk and more**

November 24, 2021 – WATERLOO, ON – ‘Choosing local’ continues to be an important way to support small businesses in their economic recovery and Uptown Waterloo is inviting everyone to do so, this holiday season, by taking part in the new [Uptown Winter Wonderland](#) shopping event next weekend.

“For years before the pandemic, our main street, independent businesses supported our community,” shares Tracy Van Kalsbeek, Executive Director of the [Uptown Waterloo Business Improvement Area \(BIA\)](#). “They sponsored local sports teams, hired our kids, donated to charity auctions, provided exceptional customer service and they pour money back into our local economy. It’s our turn to support them and help them recover from the last 20 months of uncertainty.”

Uptown Winter Wonderland (previously called Holiday Hop ‘N’ Shop) will begin on Friday, December 3rd and run until Sunday, December 5th with 25+ businesses taking part by offering special promotions, handouts, sales and events. An easy-to-follow map can be found [HERE](#) with all the details. Watch for fun, pop-up street performances throughout the weekend, as well.

Uptown Tree Lighting

On Friday, December 3rd at 7:00 p.m., join Santa, Mayor Jaworsky, Ward 7 Councillor Bonoguoire, Emcee Angie Hill and the BIA for the annual Holiday Tree lighting ceremony at Waterloo Public Square. Also included is live music by the band “[Just Fine](#).” Masks and physical distancing for the event are encouraged. For those not able to attend in person, tune in to the BIA’s [Facebook](#) page at 7:00 pm to watch the lighting virtually.

Winter Art Walk

“Over the past two years, Uptown has been adding art in interesting spaces,” says Van Kalsbeek. “First with the Hughes Lane Art Walk in 2020 and the addition of the Princess Street mural and Dominion Lane Art Walk this past summer. For the upcoming season, we’ve hired amazing, local artists to paint the windows of several businesses with beautiful, wintery scenes and encourage everyone to take a self-guided tour.” A complete map of the Uptown Art Walks can be found [HERE](#).

Lots to See for the Holidays in Uptown

Uptown has already been decorated for the holidays with wreaths, lights and bows on light posts as well as themed, winter planters. [Wonders of Winter](#) at Waterloo Park starts this Saturday evening at 5:00 pm. The ice rink at Waterloo Public Square is going in this week and will be up and running as soon as the weather permits. The BIA’s [FUZE](#) interactive lights, previously found on Princess Street this past summer, have been moved inside the Shops at Waterloo Town Square for viewing during the winter months. And, starting December 3rd, watch for Uptown’s unique LED lighting, all lit up for the holidays.

Mistletoe Lane returns for a fourth year, starting December 3rd. Bring your sweetheart, friends, family or fur babies to the wintery-themed laneway between McCabe's Waterloo and the Update Parkade, and snap a fun selfie to post on social media. Don't forget to tag #uptownwaterloo and #mistletoelane when you post.

Adds Van Kalsbeek, "We encourage you to make 'shopping local' for at least half of your gift giving, a priority this holiday season."

Photos enclosed.

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About the [Uptown Waterloo Business Improvement Area](#)

Formed in 1972, the Uptown Waterloo Business Improvement Area (BIA) is a committee of the City of Waterloo's Council responsible for the organization, physical improvement and economic development of the Uptown business area. As an independent, non-profit organization, we are led by a volunteer Board of Directors comprised of business and property owners, persons voted in by rate-paying member(s) and member(s) of Waterloo Council.

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come on up.