"Make Merry Memories" in Downtown Wichita this Holiday Season

Wichita, KS – November 21, 2017 – Downtown Wichita and community partners are launching seasonal events, initiatives and efforts to engage the community in experiencing Wichita's urban core this holiday season. A nexus of activity and exploration, Downtown is the perfect place for locals and visitors to shop, dine and play.

"Downtown is the perfect place to make memories with friends and family," said Jason Gregory, Executive Vice President of Downtown Wichita. "By teaming up with community partners, we are able to provide enhanced opportunities for the community to experience Downtown this holiday season."

Initiatives Include:

- **Online hub for holiday events and activities**
  In an effort to streamline information, the Downtown Wichita website will serve as a hub for holiday information and feature an expansive list of upcoming holiday themed events and activities: https://www.downtownwichita.org/holidays. This webpage will also feature information on the Holidays in Old Town events (more info below).

- **Holidays in Old Town Events**
  Led by the Old Town Association, many holiday themed activities, including carriage rides, visits from Santa and live music will occur on Saturdays in Old Town Square throughout the month of December. More information can be found at www.downtownwichita.org/holidays. In addition, the City of Wichita will be hosting the Mayor's Tree Lighting in Old Town Square on Sunday, Dec. 3 from 6-6:30 p.m.

- **Pop-Up Present**
  In partnership with Downtown Wichita, the local chapter of the American Institute for Architects (AIA) will design and build an 8 foot by 8 foot holiday present. This large-scale gift box will "pop-up" throughout the district at various locations to encourage the public to engage on social media throughout their holiday experiences in Downtown using #DowntownWichita and #MakeMerryMemories.

- **Holiday Sweater Social**
  On Friday, December 8 from 11 a.m. – 1:30 p.m. Downtown Wichita will host a free community event, the Holiday Sweater Social at the Pop-Up Park at 121 E. Douglas Avenue, Wichita, KS 67202. Prizes will be awarded for the "best" ugly sweaters for both individuals and group awards chosen by local judges. Food will be available for purchase from local food vendors. Attendees will receive free hot chocolate from Sunflower Espresso.

Jason Van Sickle, President of the Old Town Association, said "Old Town and Downtown have dozens of restaurants, shops, museums, and theaters. With all of the exciting events planned for the holidays, it's a great time for individuals and families to experience all that Downtown has to offer."

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About Downtown Wichita
Downtown Wichita is a private 501(c)(3) non-profit corporation that amplifies the energy, capital, and growth of Downtown

by empowering residents, visitors, and businesses to explore the possibilities of our city's core. Downtown Wichita is an affiliate of the Greater Wichita Partnership. Learn more at downtownwichita.org