



FOR IMMEDIATE RELEASE:

Wednesday November 8th 2017 (Barrie, ON)

The Downtown Barrie Business Association (BIA) is excited to announce that despite the construction in Meridian Place: Memorial Square 'Santa Claus is still coming to town'!

The Downtown Barrie Business Association (BIA), the Barrie Chamber of Commerce, and The Rotary Festival of Trees announced today, that once again, they will join forces on **Saturday November 18th 2017** to hold in conjunction the Tree Lighting & Fireworks with the Santa Claus Parade and The Festival of Trees.

As in past years, Tree Lighting festivities will kick off at 3:30pm in Downtown Barrie and will focus on the family. They will include an outdoor 'Holiday' film, Face Painting & Balloon Animals, the parade, fireworks, along with a visit from Santa.

With the ongoing construction of Meridian Place; Memorial Square, this year's Tree Lighting will see some minor changes... such as the relocation of the 'Holiday Film' to the Five Points Parkette (4 Dunlop Street West). However, the Main Stage will remain in the same approximate location as past years; at the bottom of Owen Street. Nearby volunteers with Tim Hortons will be on hand distributing free Hot Chocolate (while quantities last) with a donation of a non-perishable food item for the **Barrie Food Bank** or unwrapped toy for the **Rock 95 and Kool FM Toy Drive**.

The Santa Claus Parade route will be the same as past years starting on Lakeshore Drive at Tiffin St; moving along Lakeshore Drive; turning left onto Victoria St; making a right turn onto Bradford St; turning left onto Dunlop St West and then carry through the Downtown ending at Dunlop Street and Mulcaster St. There are many great viewing locations along the route.

The Rotary Festival of Trees is located in Heritage Park, across from Downtown Barrie and along our beautiful waterfront. Each year The Rotary Club of Barrie embraces the holiday spirit and shares their enthusiasm for the Barrie community by lighting up the waterfront and Downtown. It provides a great opportunity to grab a coffee or hot chocolate and go for a stroll with the family.

Breakdown with Times & Locations:

Tree Lighting Remix from 3:30pm–8pm

- **Main Stage Entertainment** (located at the bottom of Owen Street & Dunlop Street East)
 - o Music starts at 3:30pm and runs till parade starts to arrive past Five Points.
- **Free Face Painting & Balloon Animals with Clarabella the Clown & Friends-** (located at the bottom of Owen Street & Dunlop Street East)
 - o starts at 3:30pm and runs till 7pm
- **Free Hot Chocolate from Tim Hortons** (set-up at the bottom of Owen Street & Dunlop Street East) with a donation of a non-perishable Food item to the **Barrie Food Bank** or Unwrapped Toy for the **Rock 95 and Kool FM Toy Drive.**
 - o While quantities last (starts at 3:30pm)

Santa Claus Parade begins at 5pm from Lakeshore Drive

- *Route will commence through Downtown Barrie approximately 6:00pm*

Fireworks over Kempenfelt Bay approximately 6:25pm – 6:30pm

Visit with Santa Claus at the Main Stage (located at the bottom of Owen Street & Dunlop Street East). Starts after fireworks

Outdoor Holiday Film Presented by Tim Hortons'- Elf' (2003)- (located at the Five Points Parkette (4 Dunlop Street West) - **Starts at Dusk (approximately 5pm)**

Rotary Festival of Trees Presented by the Barrie Rotary Club – beginning November 18th and on displays in Heritage Park though out the Holiday season.

About: Downtown Barrie Business Association (BIA): www.downtownbarrie.ca

About: The Greater Barrie Chamber of Commerce: www.barriechamber.com

About: The Rotary Club of Barrie: www.barrierotary.com

Contact: Downtown Barrie Business Association (BIA)

Craig Stevens, Managing Director

Office: 705-734-1414

Email: cstevens@downtownbarrie.ca