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Lighting Ceremony on Broadway Kicks-Off Holiday Season

GREEN BAY, WI – The annual Lighting Ceremony on Broadway will be held Friday, November 22 from 5 - 8pm in the Broadway District. Activities inside of Gather on Broadway, located at 139 N Broadway, will include visits with Santa, cookie decorating, and a hot cocoa bar. Activities that will be happening inside of Old Fort Square, located at 211 N Broadway, will include ornament decorating and writing letters to Santa that will be sent to the North Pole. New to the Lighting Ceremony this year, The Tarlton Theatre, located at 405 W Walnut St, will be playing “The Polar Express” at 5pm and at 8pm for visitors to enjoy.

The official countdown to the illumination will be officiated by Green Bay Mayor Eric Genrich at 5:30pm at the corner of Broadway and Hubbard St. Broadway businesses will be open for visitors to browse and get a start on their holiday shopping. This family-friendly event will have something for everyone: horse drawn sleigh ride, carolers, holiday window displays, and plenty of holiday spirit.

The Broadway District Window Decorating Contest will also kick off during the Lighting Ceremony. Visitors of the Broadway District can vote online through Thursday, Dec. 19 for their favorite window display. Voting enters you to win a \$50 gift card to a Broadway business of your choice. For more information about the Lighting Ceremony on Broadway contact Chelsea Kocken at chelsea@onbroadway.org or 920-437-2531.

About On Broadway, Inc.

The historic Broadway District is the vibrant, engaging business and residential urban center of Northeast Wisconsin focusing on strategic marketing and staffing, funding and sustainability efforts, event development and coordination of promotions, business and residential recruitment and retention.

On Broadway, Inc. is a non-profit, community-based organization dedicated to strengthening the Green Bay community through economic development, historic preservation and promotion of downtown Green Bay's Broadway District and the overall downtown community.

