



FOR IMMEDIATE RELEASE

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Downtown Norfolk Reimagines Holiday Season for 2020

NORFOLK, Va. – July 2020 – Downtown Norfolk has been the region’s destination for holiday memories for more than 35 years. This year, the Downtown Norfolk Council will reimagine the 2020 holiday season to keep everyone safe and festive.

The Grand Illumination of the Downtown Norfolk skyline will occur on Saturday, November 21 at 7 p.m., and the skyline will continue to be illuminated through the season. That date will also serve to kick off a number of other activities and activations planned by Downtown Norfolk Council and partners for the holidays.

“We are working with our assets, art partners and businesses to create holiday activations throughout Downtown,” said Mary Miller, president and CEO for Downtown Norfolk Council. “We are in the early planning stages to create new, fun and unique experiences for families and our community. Our goal is to make sure everyone can continue to enjoy our vibrant Downtown and make memories and maybe even some new traditions this year.”

The annual Grand Illumination Parade will be replaced with things that families and friends can do on their own time and in a safe, social-distance manner. Imagine a snow scene, carolers, Singing Santas, light projections, pop-up performances and special events.

“Due to the overall uncertainty for what the fall will bring regarding restrictions and community safety, we are unable to produce our traditional Grand Illumination Parade,” added Miller. “The parade also requires tremendous city resources and advance planning that cannot currently take place.”

Downtown visitors will still enjoy some of the most popular events like the Hot Cocoa War that pits restaurants and teams in a friendly-yet-tasty competition to find the best cocoa in the land. Additionally, Downtown will offer holiday shopping opportunities that can’t be found anywhere else with its diverse line-up of small shops and pop-ups in Selden Market and Granby Street in addition to MacArthur Center.

Once available, a complete schedule of events and more information will be found at DowntownNorfolk.org.

Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on [Twitter](#), [Facebook](#) and [Instagram](#) or visit DowntownNorfolk.org.

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