



November 14, 2010

## Events added to Portland HolidayFest celebration

Festival to take place on Nov. 19-20

PORTLAND - Portland's annual "HolidayFest on the Grand" will offer many great events and activities to downtown guests -a returning event is the downtown horse carriage rides, while a new activity to be featured is a "snowball drop" on Friday evening.

The snowball drop will be held at 6 p.m. on Nov. 19 on Maple Street in front of the Portland Playhouse.

A snowball drop is a fun retail event that will offer the opportunity for anyone retrieving snowballs to redeem them for prizes and discounts at participating businesses throughout the downtown.

"Basically, we will drop approximately 600 numbered ping-pong balls, with each number corresponding to a different participating downtown business," said Main Street Manager Patrick Reagan.

"Anyone that gets a snowball can then take it to the business with the corresponding number and redeem it for a prize, a special, or a discount.

It's a really fun promotion that has proven wildly successful in other communities, and the Promotions and Marketing Committee feels that it will be a great addition to the 2010 HolidayFest," said Reagan.

Returning for a second year are horse-drawn carriage rides in downtown Portland. Carriage rides will be offered on two days in 2010 - on Friday, Nov. 19, from 6 to 9 p.m. and on Saturday, Nov. 20, from 2 to 5 p.m. The cost for a ride is \$3 for adults and \$2 for children.

"We had a ton of demand for the carriage rides last year, so the Promotions and Marketing Committee decided to offer them twice this year," said Reagan.

The staging point for carriage rides on both days will be in front of Scout Park on Kent Street.

"We have a lot of businesses and community organizations taking part in the 2010 HolidayFest and we believe that it is once again going to be a great time for everyone," said Reagan.

For a complete schedule of events, please visit the Portland Main Street website at [www.portlandmainstreet.org](http://www.portlandmainstreet.org), or call the Main Street office at (517) 647-5027.

The goal of the Portland Main Street program is to actively revitalize Portland's vibrant, charming, and unique downtown into a gathering place-one that uses broad-based community support to (1) provide opportunities to entrepreneurs; (2) sustain a strong economic foundation for the region; and (3) safeguard history, tradition, and a sense of community for residents and visitors.

For more information on how you can be part of this mission, visit the Portland Main Street website at [www.portlandmainstreet.org](http://www.portlandmainstreet.org) or call the Portland Main Street offices at (517) 647-5027.

- From Portland Main Street

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