



CLASSIC HOLIDAY CELEBRATIONS COMBINE TO OFFER ONE EXCEPTIONALLY FESTIVE EVENING ON DECEMBER 4 IN GRAND RAPIDS

Annual Tree Lighting at the Art Museum, Opening of Rosa Parks Ice Rink and Merchant Holiday Specials Create Warm Welcome to Downtown

GRAND RAPIDS, Mich., November 23, 2009 – A special evening in downtown Grand Rapids is scheduled for December 4, 2009, where several businesses and organizations collaborate to offer an expanded holiday experience in the city. A variety of popular holiday events—tree lighting, ice skating opener and downtown merchant specials—are celebrated together to provide the community with an afternoon and evening packed with diverse entertainment options.

The Downtown Alliance is once again sponsoring “Get Your Joy On” specials with merchants in the area. Unique shops and restaurants downtown will stay open late, offering gift-giving deals, music and refreshments. For a list of merchants and specials, visit www.downtowngr.org. Free horse-drawn carriage rides are offered; tickets will be available through participating merchants. Coupons for 60 minutes free parking at four downtown ramps will be widely distributed. “Get Your Joy On” events are scheduled to begin at 4:00pm and will go on into the evening.

The majestic Christmas Tree on the Grand Rapids Art Museum Wege Plaza will light up during a short ceremony that begins at 5:30 pm. A Brass Quartet will entertain the gathering crowd as Art Museum Board President Scott Weirda welcomes everyone and introduces the participants. Art Museum Christmas sponsors, Daniel and Pamella DeVos, will light the 40-foot tree. Mayor George Heartwell will welcome everyone downtown to enjoy holidays in the city, he will then announce the official opening of Rosa Parks Circle Ice Rink as Ms. Lynzee Broussard of the Greater Grand Rapids Figure Skating Club entertains the crowd in a season opening performance. The ceremony will conclude at 5:45 pm.

After the ceremony, downtown visitors can head into the Art Museum to enjoy Friday Nights at GRAM until 9:00 pm, join in the fun on the ice rink now open for the season, or simply stroll the downtown streets and avenues to discover more deals and holiday delights offered along the way.

Facts at a glance:

Festivities on December 4, 2009 begin:

- 4:00 pm: “Get Your Joy On” activities downtown Grand Rapids begins, for a list of participating merchants go to www.downtowngr.org
 - Carriage Rides
 - Gift-giving deals with area merchants
 - Music and refreshments
- 5:30 – 5:45 pm Grand Rapids Art Museum Tree Lighting Ceremony and Official Opening of Rosa Parks Circle Ice Rink, Wege Plaza.

GRAM Christmas Tree Lighting is sponsored by Daniel and Pamella DeVos Foundation and additional sponsors.

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Hours for Rosa Parks Circle Ice Rink 2009-2010 Season (weather permitting):

- Mon-Tues: 6:00 pm – 9:30 pm
- Wed-Thur: 12:00 noon – 9:30 pm
- Fri-Sat: 12:00 noon – 10:00 pm
- Sunday: 12:00 noon – 9:30 pm
- Extended Hours during winter school break

Rink opens at 5:45 pm December 4, 2008 and closes 9:30 pm Sunday March 7, 2010.

Admission: \$1.00 for access to the rink

Skate rental: FREE with ID

Rosa Parks Circle Ice Rink is sponsored by Amway Grand Plaza Hotel and the Downtown Development Authority with additional support from Griffins Youth Foundation, Grand Rapids Art Museum, and the City of Grand Rapids Parks and Recreation Department.

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