CLASSIC HOLIDAY CELEBRATIONS COMBINE TO OFFER ONE EXCEPTIONALLY FESTIVE EVENING ON DECEMBER 3 IN GRAND RAPIDS

Annual Tree Lighting at the Art Museum, Opening of Rosa Parks Ice Rink and Horse-Drawn Carriage Rides Create Warm Welcome to Downtown

GRAND RAPIDS, Mich., November 24, 2010 – A special evening in downtown Grand Rapids is scheduled for December 3, 2010, 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 free carriage rides—are celebrated together to provide the community with an afternoon and evening packed with diverse entertainment options.

The Downtown Alliance is once again celebrating the start of the season with free horse-drawn carriage rides. No ticket necessary for the rides, look for the pick-up stations along Monroe Center.

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. Live music will entertain the gathering crowd as Art Museum Trustee Mitchell Watt welcomes everyone and introduces the participants. Art Museum Holiday sponsors, Daniel and Pamella DeVos, will light the 38-foot tree. City Commissioner Walt Gutowski will welcome everyone downtown to enjoy holidays in the city, he will then announce the official opening of Rosa Parks Circle Ice Rink as young Mr. Evan Nickel, 4th grader at Pine Ridge Elementary and member of the Eastern Great Lakes Figure Skating Association, 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 open for the season, or simply stroll the downtown streets and avenues to discover more holiday delights offered along the way.

Facts at a glance:

Festivities on December 3, 2010 begin:

- 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.

  5:30 – 7:30 pm: Free horse-drawn carriage rides on Monroe Center. Sponsored by the Downtown Alliance.

Hours for Rosa Parks Circle Ice Rink 2010-2011 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

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Rink opens at 5:45 pm December 3, 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, Recreation and Forestry Department.

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