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For Immediate Release

Presented by MotorCity Casino Hotel

Holiday Ice & Winterfest Market Bring Holiday Cheer to Downtown Ferndale

Ferndale, MI – Downtown Ferndale has been transforming itself into an artfully-sculpted wonderland every holiday season for years, but this year the 11th Annual Holiday Ice & Winterfest Market, presented by the MotorCity Casino Hotel, will take your holiday shopping to new heights. In addition to 50+ ice sculptures, free photos with Santa Claus and an outdoor market filled with unique gift items, families and friends can soar high above Nine Mile and Woodward on a five-story high ferris wheel.

This marquee holiday happening in Downtown Ferndale takes place over three days, Dec. 9, 10 and 11. Hours are 4 pm - 9 pm, Friday, Dec. 9; 10 am - 9 pm, Saturday, Dec. 10, and Noon – 5 pm, Sunday, Dec. 11. It is organized by the Ferndale Downtown Development Authority and its partners. In addition to sponsorship by MotorCity Casino Hotel, Holiday Ice & Winterfest Market is also sponsored by Giffels-Webster Engineers, Credit Union One, MetroPCS, EverDry Waterproofing, Buffalo Wild Wings and the businesses of Downtown Ferndale.

Details of this great holiday weekend include:

Friday, 4-9 pm/Saturday, 10 am -9 pm/Sunday, noon – 5 pm:

- Winterfest Market. The open air market, located on East Nine Mile Road just east of Woodward Avenue, will feature unique holiday gift items, including hand-blown Christmas tree ornaments, artisan chocolates, specialty food items, locally made crafts, and a local greens market.
- Ferris Wheel & More. This ride will tower five stories above Woodward & Nine Mile, adding to the thrill of the holidays with a sky high view of the world. Children will also enjoy a ride on a kid-sized choo choo train.
- Charitable Giving in Downtown Ferndale. This weekend and every day during the holidays Downtown Ferndale businesses will be collecting for Make-A-Wish.
- Holiday Sounds. Live music from local musicians.
- Shopping & Dining. More than 80 unique retailers and 60+bars, restaurants and entertainment venues will be merrily serving up holiday specials top put you in good holiday cheer.



Saturday, 10 am – 9 pm:

- Michigan On Ice. 50+ Ice sculptures, sponsored by local businesses, will be placed all around town on Saturday, Dec. 10. World Champion Carver Tajana Raukar will recreate Michigan icons in ice – the Mackinac Bridge, the Great White Pine, the Mitt itself. She will also do live carvings throughout the downtown all day Saturday, Dec. 10.
- Santa Claus. The Jolly Old Elf arrives atop a Ferndale fire truck at 10 am, Saturday, Dec. 10. He will land at the North Pole (aka Schiffer Park located at Planavon & West Nine Mile Road) and get right to work taking requests and sitting for FREE photos from 10 – Noon & 2-6 pm.
- Lunch with Santa Claus: Children can dine with the big guy at Buffalo Wild Wings, Noon-1:30 pm.
- Reindeer & Holiday Hayrides. Children can meet Dancer & Prancer from 11– 3 pm at the North Pole, then board the FREE holiday hayride for a tour of Downtown Ferndale.
- Warm Hearted Cookie Challenge. Local charities team up with downtown businesses in the a challenge to raise the most money selling delicious cookies!
- Holiday Sounds. A host of musical groups including Sing Out Detroit, Ultra Violet and the Violettes and an ensemble from the State Champion Ferndale High School Eagles Marching Band will perform holiday songs all around town.

The Ferndale Downtown Development Authority is the economic redevelopment engine for Downtown Ferndale and as such manages and markets approximately 3.9 linear miles of property and businesses that comprise the district. For more information about the Downtown Ferndale, please call Chris Hughes, Communications & Marketing Manager of the Ferndale DDA at 248-546-1632 or visit the DDA website at www.downtownferndale.com.

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