

FOR IMMEDIATE RELEASE

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### **Downtown Maple Ridge Now GLOW-ing with Christmas Cheer**

**Maple Ridge, BC:** The City is pleased to announce the return of GLOW Maple Ridge, currently illuminating the downtown core until January 8, 2021.

Now in its second year, GLOW brings dazzling lights, glittering illumination displays and holiday music to the Town Centre area. Red bells line our downtown streets and Memorial Peace Park is adorned with giant ornaments, a light tunnel, glowing bandstand and thousands of sparkling lights. In addition, participating businesses are decorating their storefronts in an old-fashioned Christmas village theme, with guests voting for their favourite entrant.

“The dazzling GLOW displays are a reminder that brighter days are ahead of us and give our residents a chance to safely experience the joy of the Christmas season. It’s also a perfect opportunity to visit the many wonderful merchants in the area, who need our community’s support at this critical time,” said Mayor Mike Morden.

City staff worked closely with health officials to plan a safe holiday experience with ample space for physical distancing. In 2019, GLOW Maple Ridge generated an estimated \$438,570 in economic impact.

New features for 2020 include:

- the decoration of the City’s welcome sign at Maple Meadows Way and Lougheed Highway, sponsored by the Chamber of Commerce Serving Maple Ridge and Pitt Meadows;
- a giant Christmas tree on the corner of Lougheed Highway and 222 Street, decorated by the Downtown Maple Ridge Businesses Improvement Association, and;
- the Holiday Ornament Photo Contest, which encourages visitors to post photos of their experience to social media using the hashtag #MyGLOWMapleRidge for a chance to win prizes.

GLOW Maple Ridge is produced in partnership with the City of Maple Ridge, the Downtown Maple Ridge Business Improvement Association, the Chamber of Commerce Serving Maple Ridge and Pitt Meadows, Warrington PCI, Falcon Homes, Telus, SmartCentres REIT and Epic Homes. For more information, visit [mapleridge.ca/2344/](https://mapleridge.ca/2344/).