



CITY OF MAPLE RIDGE
NEWS RELEASE

FOR IMMEDIATE RELEASE

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Businesses Invited to Apply for an Illuminate Maple Ridge Grant

Maple Ridge, B.C. – The City of Maple Ridge, in collaboration with the Ridge Meadows Chamber of Commerce, is inviting businesses to apply for the ‘Illuminate Maple Ridge’ grant.

Illuminate Maple Ridge is a new grant program, aimed at enhancing the festive ambiance of the holiday season in the community. Local small and medium-sized businesses are invited to participate in this initiative to showcase their creativity, engage customers, and contribute to the vibrant holiday atmosphere of the community.

Selected businesses will have the chance to receive a \$1000 grant, be featured in promotional materials, and collaborate with the community to craft an unforgettable holiday season.

Twenty businesses will be chosen to receive the grants. A panel of judges will evaluate all applications and select a range of businesses.

How to Apply

- Local businesses interested in participating can submit their applications at www.mapleridge.ca/illuminate by Oct. 15, 2023.
- The application should outline how the business plans to use the grant funds to create festive decorations, activities, or promotions.
- Businesses are encouraged to collaborate with neighbouring establishments, local artists, performers, and community groups to further enhance the festive atmosphere.

The selected businesses will be announced on Nov. 10, 2023, and the activation period for Illuminate Maple Ridge will run from November 24 to January 5, 2024.

"The Illuminate Maple Ridge grant program is an opportunity for our community to come together, create a magical holiday season and support our local businesses," said Tyler Westover, Director of Economic Development. "We invite businesses to apply for this opportunity to showcase their business and be part of illuminating Maple Ridge with holiday spirit."

For more information or to submit the application form, please visit:

www.mapleridge.ca/illuminate.

About illuminate Maple Ridge

Formerly known as *Glow Maple Ridge*, **Illuminate Maple Ridge** represents an evolved iteration of Maple's Ridge's winter holiday celebration offering a variety of family-friendly activities. The activation period will feature a range of events and promotions that will make Maple Ridge a holiday hub through early December, Christmas and the New Year.

New this year, the City's civic centre at Haney Place will glow with vibrant colour displays. The traditional red bells, a downtown fixture since the mid-sixties, and the Business Improvement Association Christmas tree, activated by sound, will add to the atmosphere of holiday magic. More information about the activities will be released later this year.

For inquiries, contact the Maple Ridge Pitt Meadows Chamber of Commerce at info@ridgemeadowchamber.com or 604-457-4599 or the City of Maple Ridge's Tourism Office at tourism@mapleridge.ca or 604-467-7397.