



FOR IMMEDIATE RELEASE
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Bethesda's Winter Wonderland Warms Up the Season on Dec. 7

Annual Event Features Holiday Market, Ice Sculpting, Santa Claus & More

November 25, 2024 (Bethesda, MD) – The Bethesda Urban Partnership kicks off the holiday season at **Bethesda's Winter Wonderland** on **Saturday, December 7, 2024, from 12-4pm**. A new holiday market featuring 50 artisans presented by URBNmarket will also be a part of this year's event. The celebration will feature choral performances, a live ice sculpting presentation, activities for kids, and a special appearance from Santa Claus starting at 2pm. Bethesda's Winter Wonderland is a **free** event held in Woodmont Triangle, located at the corner of Norfolk and Cordell Avenues.

Blocks of ice will be transformed into wintery works of art before during the live ice sculpting presentation from 12:30-2 PM, followed by performances from these local school groups from 2-4 PM:

Academy of the Holy Cross
Bethesda-Chevy Chase High School
Chevy Chase Elementary School
Georgetown Preparatory School
Stone Ridge School
Strathmore Children's Chorus
Walter Johnson High School
Young Artist of America

Food and beverages will be sold by Bethesda restaurants, Smoke BBQ and The Red Bandana Bakery. Donations are encouraged and will be collected by Sgt. Jack Hettchen Jr, Detachment (1428) Marine Corps League for Toys for Tots..For more information on Winter Wonderland and other downtown Bethesda events, please contact the Bethesda Urban Partnership at 301/215-6660 or visit www.bethesda.org.

Established by Montgomery County in 1994, Bethesda Urban Partnership, Inc. (BUP) is a downtown management organization that markets and maintains downtown Bethesda. The BUP team works in marketing, maintenance, transportation, and administration to produce cultural events and community festivals and attend to landscaping and maintenance needs. BUP also manages Bethesda Transportation Solutions (BTS), the Bethesda Arts & Entertainment District, and the Bethesda Circulator, as well as the non-profit art spaces, Gallery B, Studio B and the Triangle Art Studios. For a closer look, please visit www.bethesda.org.

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