



FOR IMMEDIATE RELEASE:

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Downtown 31 is more than just New Years Eve!

Fredericksburg, VA, 11/29/16 - **Downtown 31** is a new celebration that the Fredericksburg Department of Parks and Recreation is debuting, in conjunction with the Fredericksburg Economic Development Authority and Fredericksburg Main Street, Inc.

This month-long celebration highlights all the many festivities happening in Fredericksburg during December. It's an exciting combination of traditional events and new activities which add up to plenty of chances to get out and about in December!

How it works: Visit www.downtown31.com, check our listing of events and find your favorite 31! Be the first to experience downtown's NEW Christmas Movies in Hurkamp Park (*Elf*, *Polar Express* and *A Christmas Story*) plus our Snowball Fights for all ages (yes, we have an adults-only snowball fight too!!). Friends and family are invited to join favorite downtown traditions like the Fredericksburg Christmas Parade, Candlelight Tour and Santa Train. Be sure to check out the "selfie" holiday cards in Riverfront Park and Merry Carols at Market Square. Find these and more on the Downtown 31 list!

What's a year-end celebration without a community get together on New Year's Eve? This year's **31st Finale Event** will be held on Saturday, December 31, 2016 from 5:00pm – 9:00pm. It's held at Riverfront Park for adults and children and Market Square for teens. This finale event is a free, family-friendly celebration featuring music, interactive activities, dancing, games, food and more. The event ends with an early countdown to 9:00pm at

Riverfront Park with a Ping Pong Ball Drop. Catch your commemorative ping pong ball and see if you are one of 100 winners.

Those who want to continue the celebration after 9:00pm are invited to join one of the many area celebrations at midnight or maybe the New Year's Day 5k race also included in our online listings at www.downtown31.com.

We have 3 ways to win prizes during Downtown 31!

- 1) Movie Night Raffles: Purchase your raffle ticket for a chance to win fan favorite prizes like *Elf's* "Four Food Groups Gift Basket" or *A Christmas Story's* Red Rider BB Gun or Leg Lamp.
- 2) Are holiday pictures your favorite way to play? Post your pictures of fun times at a 31 event, tag it with #D31Fxbg and be entered for a chance in our weekly prize drawing.
- 3) All Finale Event participants will get a chance to win prize drawings and catch one of 100 prize winning Ping Pong Balls.

If you have a Fredericksburg area event or activity in December that you would like to have added to our comprehensive list, please email us at fredprpf@fredericksburgva.gov.

For more information about how to participate, sponsor, volunteer or join the fun visit www.downtown31.com or call 540-372-1086.