For Immediate Release
November 27, 2020

NEWS RELEASE

Downtown Windsor BIA lights up the night

Windsor, ONTARIO – Downtown Windsor is going to be, as they say, lit this holiday season, thanks to the Downtown Windsor BIA (DWBIA), the City of Windsor and LiUNA! YUNITY.

The DWBIA is unveiling the Downtown Light Show, which means that from November 27 to January 17, mainstreet commercial properties will be a resplendent canvas of light every night, dazzling visitors and residents.

"We're sure this will be a feast for the eyes," says Ward 3 Councillor Rino Bortolin. "The intention is to transform the downtown into a kind of wonderland."

The impetus for the Downtown Light Show was the City of Windsor's $20,000 contribution to each of the area's nine BIA's following the cancellation this year of Bright Lights Windsor, and has been further supported by the generosity of LiUNA! YUNITY.

LiUNA! YUNITY's Rob Petroni believes that the light show, which is new to the region, will provide spectators with an authentic experience.

"We're proud to be bringing positivity, community, collaboration, partnership and fun to the city centre."

Featuring LED colour washes and gobos, the show will illuminate properties on Ouellette Avenue from Tuscarora Street to Riverside Drive, and Maiden Lane West, with light motifs scattered across Ouellette at two locations – one north of Maiden Lane and the other at Tuscarora.

"The light show is definitely dazzling, and it's important to note that it's an inclusive, inviting and safe activity for people of all ages," adds DWBIA Chair Brian Yeomans. "It's been a tough year for us all, and we're excited to invite families and individuals to brighten their holidays and add some festive cheer to downtown Windsor."

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