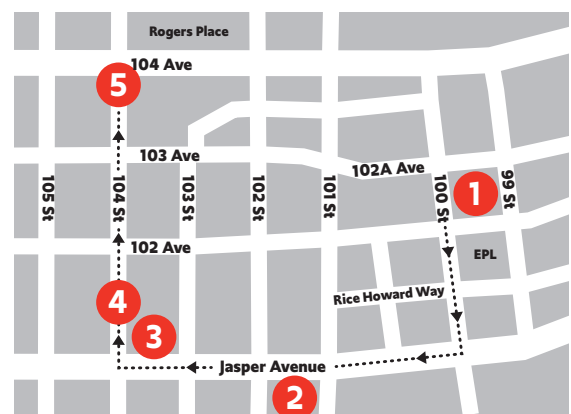


Downtown Holiday Light Up

SELF-GUIDED TOUR

Experience a safe and reimagined **Downtown Holiday Light Up** this festive season. Visit the *Downtown Holiday Tree*, *The Works Gateway* and six vibrantly lit buildings across the core until January 8. Use this map to safely explore each installation with your household at your own pace. Visitors are reminded to follow public health guidelines and stay two metres apart from others and wear a face covering or mask if physical distancing is not possible. And don't forget to share the spirit and tag your Downtown Holiday Light Up social media photos **#YEGLightUp**. For every **#YEGLightUp** tag used until January 8, the DBA will donate \$5 to the Edmonton Food Bank, up to maximum \$5,000 donation.



1 Downtown Holiday Tree
Sir Winston Churchill Square
For more than 20-plus years, the Downtown Business Association, with help of sponsors EPCOR and Millar Western Forest Products, has kicked off the festive season by putting up a giant tree on Churchill Square. This year's holiday tree stands 23.5 metres (77-feet) tall and weighs 6,200 pounds (5,200 kilograms). The white spruce comes from the Millar Western Forest Management area near Whitecourt. The tree is decorated with 22,000 LED lights, sparklers and globes supplied and hung by EPCOR.

Transformation: Promise and Wisdom
Designed by artists Sharon Rose Kootenay and Jason Symington for The Works Art & Design Festival, the two sides of "Transformation" represent the promise of what is yet to come, and the wisdom of the ancestors who have passed before us. As certain as the turning seasons, this process is eternal, and as old as time.

Winter Wonder
Designed by Edmonton-based artist Vicky Mittal, a photographer and videographer with nearly ten years of experience in digital content creation, film making, video editing, commercial art directing and video game capture.

2 Night Break Lights
10107 Jasper Avenue (Former RBC Building)
Designed by Henry Geskes of Cerebral Sight Visual FX.

3 Frozen Moment
10336 Jasper Avenue
Designed by Adon Lee Clements, David Kaminski and Vasily Betin of About Light Inc.

4 Amble Illumination
10406 Jasper Avenue
Designed by Kalli Melenius of Freebird Entertainment.

5 Winter Dreams
10420 103 Avenue
Designed by Sokaris Inc. and Jericho Yang.

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thirdspace design group.