



**FOR IMMEDIATE RELEASE**

December 13, 2019

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**What:** Downtown Holiday Festival and Holiday Street Lighting Ceremony

**When:** Wednesday, December 18, 2019, 4pm - 8pm

**Where:** East Bay Center for the Performing Arts, 339 11th Street Richmond, CA 94801

**Santa Visits, Holiday Lights, and A Richmond Nutcracker  
Coming Downtown Richmond on December 18**

Richmond, CA – Macdonald Avenue in Richmond’s historic downtown commercial corridor is ready for the holidays: [wreaths and snowflakes adorn the street lamps](#) and a [record number of businesses have festive displays in their windows](#).

On **Wednesday, December 18**, from **4pm – 8pm**, the historic Winters Building (339 11<sup>th</sup> Street) will be transformed into a winter wonderland thanks to the annual [Downtown Holiday Festival](#).

Richmond Main Street Initiative and East Bay Center for the Performing Arts invite families from the Iron Triangle and surrounding communities to come downtown to enjoy this unique multi-cultural holiday celebration complete with festive music, refreshments, family-friendly activities, Santa Claus, caroling, and the magical illumination of Macdonald Avenue.

Santa will be making a special appearance in the Community Theater (1<sup>st</sup> floor) from 4pm – 7:30pm. In addition to visiting with Santa, guests are invited to enjoy a variety of activities including Ask a Doc with Kaiser Permanente physicians, book giveaway, multi-cultural creativity zone, and fun games with jolly elves.



Upstairs, in the Iron Triangle Theater, East Bay Center resident companies will present *A Richmond Nutcracker*, a spectacular multi-discipline performance. Classic characters, stories, and dances will be presented in both traditional and distinctly Richmond interpretations. Performances are scheduled for 5pm and 6:30pm (running time approximately 45 minutes).

Following the second performance, a procession will lead guests outdoors for group caroling and the ceremonial illumination of the holiday street lights.

Admission is free and made possible through generous support from Mechanics Bank, LifeLong Medical Care, and Sims Metal Management with generous support from City of Richmond, NIAD Art Center, Kaiser Richmond, West County Reads, Friends of the Richmond Public Library, RPAL, and individual donors.

More information about the festival, making a contribution, or volunteering can be found at <https://www.richmondmainstreet.org/downtown-holiday-festival/> or by calling (510) 236-4049.

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**Richmond Main Street Initiative** (RMSI) is a community based non-profit dedicated to revitalizing historic downtown Richmond. RMSI partners with the City of Richmond, merchants, and residents to develop and improve downtown Richmond as a pedestrian-friendly urban village that offers products, services, arts and entertainment that reflect the community's rich and diverse heritage. [www.richmondmainstreet.org](http://www.richmondmainstreet.org)

**East Bay Center for the Performing Arts** engages youth and young adults in imagining and creating new worlds for themselves and new visions for their communities through the inspiration and discipline of rigorous training in world performance traditions. Each year we engage 5,000 youth through our in-school and afterschool programs in the West Contra Costa Unified School District, private lessons and group classes at our main site, performance training in the Center's nine resident companies, as well as 140 highly committed students in our four-to-six-year Young Artist Diploma Program. [www.eastbaycenter.org](http://www.eastbaycenter.org)