



## **Downtown Ames ready to create a little “Snow Magic”**

*Photo Courtesy of the Ames Tribune*

For many, snow is a four-letter word, but in Ames it is an excuse to create magic! The annual “Snow Magic” month-long celebration kicks off on November 13, in downtown Ames.

The kick-off for Snow Magic starts at 5 p.m. and includes free carriage rides

around the Main Street Cultural District (MSCD), many downtown businesses will host open houses, a tree lighting ceremony at 6 p.m. with Mayor Ann Campbell, the Annual Festival of Trees at the Octagon Center for the Arts, the 35<sup>th</sup> Anniversary Bash at the Ames Historical Society, and businesses participating in a window decorating contest.

“It’s a great way to make memories and celebrate traditions with your family,” said Andrea Gronau, co-chair of the Snow Magic event. “It is also an opportunity for all ages to experience the magic of the holiday season shopping in our beautiful and historic downtown Ames.”

And while the event is titled “Snow Magic,” Cindy Hicks, MSCD Executive Director, says it doesn’t matter whether it snows or not.

“We don’t need snow to create magic in downtown Ames,” said Hicks. “When you add the spirit of the season to the uniqueness of this district you have something truly special.”

Snow Magic, which is sponsored by Duck Worth Wearing, The Loft, and Worldly Goods continues through the holiday season. Some of the fun events include a Parents Shopping Night Out/Kid’s Movie Night, Christmas Traditions Day, a Snow Magic Scavenger Hunt, and Santa’s Train Ride along with Cy.

“There is also Breakfast with Santa, which is part of our Small Business Saturday celebration the weekend after Thanksgiving,” said Hicks. “It is a day for shoppers to support the small businesses that make our communities such wonderful places to live in.”

Small Business Saturday also includes free gift wrapping, pet photos with Santa, a holiday themed paint and sip, cookie decorating for kids, and free “swag bags” for the first 500 shoppers downtown that day.

To learn more about all of the “Snow Magic” events, visit <http://www.amesdowntown.org/> or <https://www.facebook.com/downtownames> .