



FOR IMMEDIATE RELEASE

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SOUTH FOURTH STREET HOLIDAY NIGHT MARKET TO TAKE PLACE ON FRIDAY, DECEMBER 7TH

The inaugural Holiday Night Market will take place in Music Alley.

(LOUISVILLE, KY) – The Louisville Downtown Partnership and the South Fourth Street District Association will host the inaugural Downtown Holiday Night Market on Friday, December 7th from 5:00 PM – 10:00 PM.

The event will take place in Music Alley (beside Mercury Ballroom) and along South Fourth Street (between Broadway and Liberty Street). This event will take place in conjunction with the Republic Bank First Friday Hop.

The family-friendly holiday market will feature work by local artist and performers. Market-goers will have an opportunity to view and purchase art and other holiday gifts in Music Alley. Additionally, there will be beverages for purchase and live music.

Attendees can participate in “holiday challenges” – similar to a scavenger hunt, that will allow them to explore South Fourth Street and be entered for a chance to win raffle prizes.

“Night markets have proven successful in Downtowns across the country and we look forward to celebrating the holidays with a chance for a festive, engaging addition to South Fourth Street,” said Rebecca Matheny, Executive Director of the Louisville Downtown Partnership.

This event is in conjunction with Republic Bank First Friday Hop. Republic Bank First Friday Hop is an event every First Friday and includes Downtown art galleries, retailers, and restaurants that will be open all day with extended hours in some locations, offering specials/discounts and refreshments. This free, family-friendly, and open-to-the-public event takes place all day long all over Downtown Louisville. Free on-street parking starts after 6:00 PM and free transportation on the TARC LouLift runs from 7:00 AM until 7:00 PM.

LDP is the dynamic organization that drives economic growth in Downtown for the benefit of the entire region, as well as oversees multiple on-street enhancements that help establish Downtown Louisville’s distinctive character and widespread appeal. LDP believes the economic engine of any great city starts with a strong Downtown. For more information visit: louisvilledowntown.org, or call 502-584-6000.