



Window Wonderland Contest



Downtown Storefronts & Offices Encouraged to Create Winter Window Displays

Presented by the Downtown Committee of Syracuse, Inc. & the Central New York Community Foundation

Downtown Syracuse is our community's center for holiday tradition. As the holiday season approaches, nothing compares with the atmosphere of bustling city sidewalks, lighted decorations on buildings and streets, and *gorgeous* window displays to bring the magic of the season to life. This season, the Downtown Committee invites all ground-floor storefronts and offices to dress their windows in winter's best. The community is encouraged to vote for their favorite displays. The top-scoring designs will receive cash prizes, totaling nearly \$1,000!

To **participate**, interested properties should email mail@downtownsyracuse.com by **Friday, November 18, 2016**. Please put "**Window Wonderland**" in the subject line.

Registered contestants will receive an **official contest entry number**, issued by the Downtown Committee.

They may then get to work creating their fanciful, winter-themed displays, but are encouraged to keep designs under wraps until **Friday, November 25**, the day of the City of Syracuse Tree-Lighting Ceremony. **Participants, please don't forget to post your official contest entry number to your display so that the community knows how to vote for your hard work!*

Voting is open online from **November 25, 2016 through January 1, 2017**. A **voting link** will be accessible on the Downtown Committee's Website, <http://downtownsyracuse.com>. Encourage your customers, friends and family members to visit your display(s), and vote!

The Downtown Committee will **announce** the winning designs on **Monday, January 3, 2017**. The display with the most votes earns a grand prize of **\$500**. Second prize will be rewarded with **\$250**, while third place will fetch **\$100**.

Disclaimer: Your window displays should be sufficiently durable to withstand exposure to intense sunlight, heat and cold through the duration of this contest. The completed artwork will be in the public domain and must respect our community's diverse audience as well as intellectual property laws. The Downtown Committee reserves the right to reject any work prior to installation, or during the display period, for failure to comply with the aforementioned criteria. The Downtown Committee, its staff, participating property owners and their staff, are not responsible for lost, stolen or damaged items.

About the Window Wonderland Contest

The Window Wonderland contest is a holiday-themed kick-off to the Downtown Committee's **Art in the Windows** program, made possible through grant funding provided by the Central New York Community Foundation. Art in the Windows strives to activate and market available retail space by matching property owners with artwork contributed by local galleries and artists to highlight opportunities for future development.

The Downtown Committee is **your source for information** about Downtown Syracuse. We are an advocate for our constituents and a catalyst for improvement through policy, planning, programs and projects.

Services are free for all located in - or looking to locate to - Downtown Syracuse.

Call (315)422-8284 or email mail@downtownsyracuse.com to learn more.



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