



# HOLIDAY WINDOW DISPLAY CONTEST

## ARE YOU READY TO DAZZLE?

This holiday season Charleston Area Alliance encourages businesses to decorate downtown Charleston storefronts.

Whether you inspire onlookers with twinkling lights, give them toothaches with gigantic candy canes or take them through a whimsical journey – the holiday window display competition will surely draw the masses to come downtown and shop small.

If you are a downtown business with a physical storefront, dress up your windows with a holiday makeover. If your business does not have a downtown brick and mortar presence, you can still participate by partnering with an existing downtown business to create a winter wonderland. Businesses can also team up with artists, schools, churches and nonprofits to create a one-of-a-kind display.

Participating businesses are encouraged to use white LED lights – tying into the Charleston Convention & Visitors Bureau's Light Up Charleston initiative – to bring the window vignettes to life. Contact Samantha Carney, Charleston CVB sports and special events manager, at [samantha.carney@charlestonwv.com](mailto:samantha.carney@charlestonwv.com) for more information.

### Register Today!

[charlestonareaalliance.org](http://charlestonareaalliance.org)



## Award Categories

- Best Overall
- Best Use of Product or Merchandise
- Best Theme
- Most Original
- People's Choice Award

Winner of the Holiday Window Display Contest People's Choice Award will receive an advertising package from WCHS-TV.

## Event Schedule

- Nov. 18 Contest registration deadline.
- Nov. 25 People's Choice voting begins.
- Week of Dec. 10 Judges select winners.
- Dec. 17 People's Choice voting ends.
- Dec. 21 Contest winners announced at Art After Dark at The Clay Center.

## Contest Guidelines

- There is no fee to participate.
- Participating businesses must register by Nov. 18 to be eligible for judging.
- Holiday displays must be complete by Nov. 25.
- It is encouraged that window lights stay on until at least 10 p.m. A timer is recommended.
- Lights, movement and unusual materials are encouraged in window displays.

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