



FOR IMMEDIATE RELEASE

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Celebrating Two Decades of World-Class Holiday Entertainment, Lincoln Square BID Announces the 20th Annual Winter's Eve at Lincoln Square

Monday, December 2, 2019 from 5:30 PM to 9:00 PM

New York's Largest Holiday Festival Returns with FREE Family Fun, Countless Live Performances, Dozens of Delicious Food Tastings and Lincoln Square's Upper West Side Tree Lighting Ceremony



Winter's Eve 2018 photos Courtesy of LS BID

New York, NY – 2019 is marking a milestone for one of New York's favorite holiday traditions! On the Monday after Thanksgiving, December 2, 2019, the [Lincoln Square Business Improvement District](#) (LS BID) will host the **20th Annual Winter's Eve at Lincoln Square**, transforming the Upper West Side into a small town for one night. Winter's Eve is New York's largest holiday festival featuring free live music, dancing, food, and holiday fun for all ages. The free, unique neighborhood celebration stretches almost 10 blocks in and around Broadway and draws upwards of 25,000 people from New York City and surrounding areas.

Winter's Eve was created two decades ago by the LS BID to kick off the holiday season by spreading cheer while also promoting local businesses and restaurants. Fast forward 20 years later, and Winter's Eve has grown, featuring Lincoln Square's Upper West Side holiday tree lighting, legendary performers, up-and-coming musicians, dancers, street entertainment, child-friendly entertainment, food samplings (at nominal cost) from 30+ restaurants, and much more. More details on this year's main stage headliner and other exciting entertainment will be announced soon.

The festivities will kick-off with a special headlining performance in Dante Park on Broadway and 63rd Street at 5:30PM followed by the traditional lighting of Lincoln Square's Upper West Side holiday tree. For the sixth consecutive year, the holiday tree will be from New York State's Domes Tree Farm, located in Bliss, New York.

- **ENTERTAINMENT:** Lincoln Square's sidewalks, public spaces, and Dance Tent will be full of cheer with free musical performances, processional groups, multicultural dance troupes, ice sculpting, Jazz at Lincoln Center, youth choruses, and more, making for a festive, fun-filled evening along the streets and sidewalks of this dynamic Upper West Side neighborhood.
- **FOODIES & HOLIDAY CHEER:** Attendees should come hungry and ready to enjoy samples from more than 30 of Lincoln Square's finest restaurants and eateries offering sweet and savory food tastings of their signature dishes at nominal cost (\$1 to \$4 from 5:30 PM to 8:30 PM). Plus, a number of local stores and neighborhood institutions will host performances, activities and holiday cheer throughout the evening.
- **WHEN:** Monday, December 2, 2019 5:30 PM – 9:00 PM; Rain, Snow or Shine!
- **WHERE:** The celebration begins with the lighting of the Lincoln Square Holiday Tree in Dante Park at Broadway & 63rd Street and continues along Broadway from The Shops at Columbus Circle to 70th Street.
- **BY SUBWAY:** Take the 1, A, B, C, or D train to 59th Street/Columbus Circle, the 1 train to 66th Street and Broadway, or the 1, 2, or 3 train to 72nd Street and Broadway.
- **WEBSITE:** www.WintersEve.nyc

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PHOTOS: For press in need of high resolution photos from 2018, you can download from this link: <https://bit.ly/2MkHbsa>. Photo credit is listed under each photo.

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About the Lincoln Square BID:

The Lincoln Square BID is a not-for-profit tax-exempt organization whose mission is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. Efforts are focused on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings. The Lincoln Square BID acts as a catalyst working with business, community and City partners to promote positive change in Lincoln Square. The BID's programs and initiatives, including Winter's Eve at Lincoln Square – New York's largest holiday festival – are designed to foster tourism, and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood. For more information, please call (212) 581-3774 or visit www.lincolnsquarebid.org.