



DOWNTOWN ALLIANCE

FAYETTEVILLE, NORTH CAROLINA

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FOR IMMEDIATE RELEASE

The 24th Annual "A Dickens Holiday" Promises More Magic, More Memories

(Fayetteville, NC, November 1, 2023) – The time-honored tradition of "A Dickens Holiday" is set to enchant Downtown Fayetteville once again on Friday, November 24, 2023, from 1pm-9pm. This year, as we celebrate the 24th Annual "A Dickens Holiday," produced by The Downtown Alliance in partnership with The Fayetteville Area Transportation and Local History Museum & presented by Dream Finders Homes & Jet HomeLoans, we promise an even more captivating, nostalgic, and delightful experience that blends cherished traditions with new surprises.

The event's footprint will be expanded to include Franklin Square, Maxwell Street, and Hay Street, transforming the heart of Fayetteville into a sprawling tapestry of holiday nostalgia. PLUS, hours are expanding, too, including Dickens After Dark until 9pm.

Highlights of the 2023 "A Dickens Holiday" include:

- **Journey to Victorian Splendor:** Immerse yourself in the opulent world of the Victorian era. Revel in the nostalgia of horse-drawn carriage rides, marvel at the lifelike character actors, be serenaded by enchanting musicians & carolers, and explore an array of artisanal crafts from more than 100 unique vendors while indulging in delectable treats from our carefully selected food vendors.

Ghost of Christmas Past Exhibit: Explore the opening of the Transportation & Local History Museum's exhibit, "Ghost of Christmas Past." This exhibit will showcase how Christmas was celebrated in the 19th and 20th centuries, highlighting Fayetteville's unique traditions and downtown stores. The Museum will also feature a special scavenger hunt called "Seeking Victoria," where participants can learn about Christmas during Victorian times through newspaper articles and discover how this era influenced the commercialization of Christmas.

Downtown Business Enchantment: Downtown businesses will be adorning their spaces with imaginative decorations inspired by their favorite Christmas movies as well as providing their own spin on the holidays. Take the time to explore them all!

The Magical Candlelight Procession at Sunset: Be sure to witness the signature moment of "A Dickens Holiday" as Queen Victoria herself leads a breathtaking candlelight procession to the towering holiday tree for its lighting – A signal to the whole community that the holiday season has officially arrived.

(Tree provided by Cool Spring Downtown District)

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"Making Spirits Bright" at Skyview: We're excited to introduce "Making Spirits Bright," a brand-new performance venue that will serve as an epicenter of joy and celebration for both musical performances and theme-decorated Christmas Trees.

Extend the Magic with "Dickens After Dark": Following the tree lighting, the festivities will persist well into the evening with "Dickens After Dark." Enjoy shopping, live entertainment, and an array of enchanting activities that will ensure the holiday spirit continues to shine brightly. Including Tea Leaf Readings, an Victorian Metaphysical and Oddities exhibit from Garnet Skull, Trolley Rides, and more.

So much more: Magic, Victorian Llamas, Photos with Father Christmas, A Royal Tea Experience at Heritage Square, to name just a few. *Follow us on Facebook: @fayDTA for the latest updates and behind-the-scenes glimpses as we prepare to embark on this unforgettable holiday magic.*

Whether this is your first or your 24th time attending "A Dickens Holiday," you're in for a treat. With timeless traditions and new surprises, you'll be so glad you came. This beloved event reflects the strength of unity and the joy of sharing the holiday spirit.

For more information, volunteer opportunities, a Victorian-era wardrobe guide, and details, please visit: <https://www.faydta.com/adickensholiday/>

Sponsors and Partners:

We extend our heartfelt thanks to our dedicated partners for their unwavering support. Their commitment ensures that "A Dickens Holiday" thrives, providing unforgettable moments for our community.

Dream Finders Homes, Jet HomeLoans, PWC, City Center Gallery & Books, Cape Fear Valley Health, Holmes Security Systems, Up & Coming Weekly, Draughton Brothers, Inc, Sandhills Oral Surgery, Periodontics & Dental Implant Specialists, Cursive, ERA Strother, First Citizens Bank, Coldwell Banker Advantage, Huff Family Office, and Fayetteville Orthopaedics. Christmas Tree & Carriage Rides by Cool Spring Downtown District.

Media Members can find approved event logos and images for download at: <https://bit.ly/dtadickens23>. Credit: Images courtesy of The Downtown Alliance

The Downtown Alliance is a member-driven non-profit 501(c)(6) organization established by downtown businesses owners and other downtown Fayetteville, North Carolina stakeholders in 2000. It is the means by which those people come together to support, promote, and advocate for the success of its members while showing themselves worthy of the attention of both locals and visitors. Learn more at faydta.com.

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