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Communications

PRESS RELEASE

City to partner with Park Avenue District for second year to bring “Christmas on Park” décor to downtown Winter Park

WINTER PARK, FL (August 13, 2025) Although the summer heat is still with us, the city’s Parks & Recreation Department and the Park Avenue District (PAD) are already making plans for the holiday season. With support from the Community Redevelopment Agency and city, the PAD will develop and design “Christmas on Park,” a robust and festive holiday experience on Park Avenue.

Beginning Thursday, November 13, Central Park will be transformed into a dazzling holiday wonderland that will include twinkling lights and immersive experiences. The Cathedral of Lights and whimsical carousel will return for all to enjoy. These special elements will surround the city’s traditional globes of light along Park Avenue [between Fairbanks and Webster avenues] and New England Avenue [between Virginia and Capen avenues].



In 2022, the city helped the PAD become a Main Street America® Affiliate. As an affiliate, the PAD uses a 4-point approach to strengthen historic downtowns. Design is a cornerstone in creating an environment for economic vitality, especially during the holidays. Last year, in a 2024 [survey conducted by Present.com](#), the Park Avenue District was ranked #10 in the Top 150 main streets in the nation for Christmas shopping.

According to PADs Executive Director Carina Sexton, “During the holiday period of 2024, Park Avenue had over 350k visits or an almost 7% increase over the prior year. For the entire year, the Park Avenue area receives over 2.5 million visitors.” For more information, please access parkavenuedistrict.com/christmas-on-park or email director@parkavenuedistrict.com. # # #

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