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FOR IMMEDIATE RELEASE

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Downtown Fayetteville Announces New Additions to Their Holiday Decor *New Augmented Reality Stations & More Offer 'District Winterscapes' Photo-Ops*

Photos for Promotional Use: https://www.dropbox.com/sh/79agdo0wyqbb9sj/AABUiOdcy62AXv_6Uu6N96kOa?dl=0

Fayetteville, N.C. – The Cool Spring Downtown District (CSDD) is announcing they have scheduled their traditional and new holiday decor and interactive features to be installed in multiple spaces around the district's footprint on or around Nov. 15, 2023.

“Our downtown residents, visitors, and business owners can expect to find quite an array of magical ‘District Winterscapes,’ as we’re calling them, spread throughout downtown this holiday season,” CSDD’s CEO Bianca Shoneman shares.

“We’re especially excited to be one of the first places in the state to welcome three augmented reality (AR) stations, allowing visitors to engage on the street level with AR impressions, creating memories through science and digital art,” Shoneman elaborates.

Also new this year, CSDD is welcoming the immersive art of Robin Vuchnich, who will use projection mapping to illuminate the Self-Help building with larger-than-life holiday winterscapes.

According to CSDD, their 11 District Winterscapes* will include the following:

Twenty-Two-Foot Carolina Fir Holiday Tree

- Location: 301 Hay Street
- Designer: Mosca Design
- Sponsors: Cool Spring Downtown District; Fayetteville-Cumberland Parks and Recreation

Holiday Alley

- Location: 222 Hay Street
- Designer: Downtown Safety and Engagement Ambassadors
- Sponsors: Cool Spring Downtown District; Fayetteville-Cumberland Parks and Recreation

Ten-Foot Giant Ornament Stack

- Location: 100 Hay Street
- Designer: Mosca Design
- Sponsors: Cool Spring Downtown District; Fayetteville-Cumberland Parks and Recreation

Augmented Reality Station A: “Jack Frost”

- Location: 116 Green Street
- Designer: NOVABY
- Sponsors: Arts Council of Fayetteville/Cumberland County; Cape Fear Valley Health; Cool Spring Downtown District; Fayetteville Public Works Commission

Projection Mapping

- Location: 112 Hay Street
- Designer: Robin Vuchnich
- Sponsors: Cape Fear Valley Health; Self-Help Credit Union; City Center Gallery & Books; Cool Spring Downtown District; Fayetteville Public Works Commission

Six-Foot Bulb C7 Light-Up String Lights

- Location: 102 Person Street
- Designer: Mosca Design
- Sponsors: Cool Spring Downtown District; Fayetteville-Cumberland Parks and Recreation

Six-Foot by Sixteen-Foot Light-Up JOY Lettering

- Location: 325 Franklin Street
- Designer: Mosca Design
- Sponsors: Cool Spring Downtown District; Fayetteville-Cumberland Parks and Recreation

Augmented Reality Station B: “Hanging with My Gnomes”

- Location: 222 Hay Street
- Designer: NOVABY
- Sponsors: Arts Council of Fayetteville/Cumberland County; Cape Fear Valley Health; Cool Spring Downtown District; Fayetteville Public Works Commission

Augmented Reality Station C: “For the Trees”

- Location: 318 Hay Street
- Designer: NOVABY
- Sponsors: Arts Council of Fayetteville/Cumberland County; Cape Fear Valley Health; Cool Spring Downtown District; Fayetteville Public Works Commission

Letters to Santa

- Location: 222 Hay Street
- Sponsors: A Bit of Carolina; Cool Spring Downtown District

Holiday Lights on Burgess Street

- Location: Burgess Street
- Sponsors: Turner Lane; Cool Spring Downtown District

*Note the locations of these 11 District Winterscapes may change at any given time.

Shoneman shares that she and her staff recognize many people start shopping and seeking places to take holiday photos with family ahead of the season, so that is one of their motivations to begin decking out downtown as early as mid November. In fact, Fayetteville-Cumberland Parks and Recreation's crew has already begun hanging the traditional holiday wreaths along downtown's streets.

“Positioning our arts and entertainment district as ‘a vibrant center of artistic, cultural, civic, and commercial activity’ means our CSDD team is always exploring new ways to entice visitors here,” Shoneman explains, “and this year, thanks to several generous sponsors of our District Winterscapes, we’re giving folks even more reasons to celebrate the season in Downtown Fayetteville.”

CSDD acknowledges the following sponsors for the roles they have played in helping to financially support their District Winterscapes: Fayetteville-Cumberland Parks and Recreation, Fayetteville Public Works Commission, Arts Council of Fayetteville/Cumberland County, Cape Fear Valley Health, Self-Help Credit Union, City Center Gallery & Books, A Bit of Carolina, and Turner Lane.

To learn more about a variety of downtown sponsorship opportunities, such as the holiday decor, email info@coolspringfay.org.

Visitors to and residents of Cumberland County may follow CSDD's initiatives and announcements on their website at visitdowntownfayetteville.com, on Facebook at [@CoolSpringFAY.org](https://www.facebook.com/CoolSpringFAY.org) or [@downtownfayetteville](https://www.facebook.com/downtownfayetteville), or on Instagram at [@coolspringdowntowndistrict](https://www.instagram.com/coolspringdowntowndistrict) or [@downtownfay](https://www.instagram.com/downtownfay).

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The Cool Spring Downtown District, Inc. is a charitable, nonprofit corporation formed in 2017 to create and sustain an arts and entertainment district in downtown Fayetteville, N.C., positioning it as a vibrant center of artistic, cultural, civic and commercial activity. Learn more at visitdowntownfayetteville.com.

For all media inquiries and more information, contact Chief Executive Officer Bianca Shoneman at bianca@coolspringfay.org or (910) 223-1089.