



WINTER LIGHT 2010
JAN 6 – MARCH 13
EDMONTON

CONTACT: Kevin Hendricks, *Publicist*
kevin@winterlight.ca
780.497.1164



Mispon means "it is snowing!" in Cree. Winter Light is delighted to describe the snowy delights of our winter city in one of the remarkable languages of this region's first people.

Please join us for the launch of Winter Light at **Mispon**, our Opening Gala at City Hall Wednesday, January 6, 4:30 – 7:30 pm. Enjoy special performances, speakers, delicious snacks and a sneak peak at Edmonton's 2010 winter festivities.

Winter Light 2010 ... The snow has arrived, and it brings with it an almost child-like sense of excitement. You might experience the strong temptation to bundle up and go out and play - make a snow angel, build a snow fort, or surprise someone with a snowball!

Even when dealing with the inconveniences of the weather, the first real snow fall freshens the air and our senses as we witness the beautiful transformation of our urban landscape into a winter wonderland.

Winter Light 2010 is a series of free festivals that rejoice in winter, and the opportunities it creates for interesting recreation, culture and heritage experiences. Winter Light 2010 includes 8 new festival events, and 3 established winter festivals – a total of 11 chances to step outside and warm up to winter.

January Events:

Mispon (Jan 6, City Hall, 4:30 - 7:30pm) Winter Light kicks off at City Hall with Mispon, a whimsical gala launching Edmonton's winter festival season. Mispon is a light-hearted celebration of the best of our snowy winter city. Enjoy fun installations, special performances and presentations – including a sneak peek at upcoming winter festivals.

Deep Freeze Festival (Jan 9 & 10, 92 St and 118 Ave, Sat 10am – 11pm, Sun 12-6pm) Deep Freeze creates a "Magical Kingdom of Tomfoolery" featuring lots of fun for the whole family. Produced by Arts on the Avenue, Deep Freeze features an enchanted ice and snow garden, street hockey, music, outdoor curling, skating, and hayrides. Indoors, there's music, visual art and delicious food. Don't miss Melt the Deep Freeze, a dance party that heats up the winter night. Winter Light collaborates to present daily shows of an outdoor theatrical Mummery, plus story telling in the tipis, and free hot chocolate. - *Produced by Arts on the Ave* (www.artsontheave.org)

Ice on Whyte (Jan 14 – 24, Old Strathcona, Mon – Fri 2 – 10pm, Sat & Sun 10am – 10pm) Ice on Whyte is Edmonton's pre-eminent ice festival, with dozens of carvers creating dazzling sculptures from frozen water. Now recognized by the National Ice Carving Association, the festival will feature ice sculpting teams from as far away as New Zealand, Sweden, and Russia! The atmosphere is family friendly, with an amazing ice castle and a thrilling giant ice slide. The festival also hosts workshops for "little chippers", pre-registered school groups who learn about the magic of ice sculpture.





This year the site will be even brighter, with Winter Light collaborating to create sparkling new light designs for the ice. - *Produced by the Old Strathcona Business Association (www.iceonwhyte.ca)*

Baba Yaga Trail Adventure (Jan 22- 23, Snow Valley & Whitemud Trail S, Fri & Sat 2-9pm) Winter Light transforms a night walk along Whitemud trail into a mysterious journey through a magically lit forest. Snow Valley and the park offer even more adventures - skiing, sledding and a special 'light-biathlon'. The Snow Daze Camp is the place to gather around warm campfires for music, performances and free hot chocolate.

More Winter Festivities:

HEARTS OF FIRE (Feb 13, Sat 3 – 7pm, Boyle St Park)

FAMILY DAY GLOBAL VILLAGE (Feb 15, Mon 12 – 4 pm, Churchill Square)

ABORIGINAL WINTER CAMP at Silver Skate (Feb 20 – 21, 10am – 8 pm, Hawrelak Park,)

SILVER SKATE (Feb 19 – 21, Fri 3- 10 pm, Sat & Sun 9 am - 9 pm, Hawrelak Park)

BIG WINTER (Feb 26 – 27, Fri & Sat 12 – 8 pm, Jackie Parker Park, Mill Woods)

STAR PARTY (Mar 6, Sat 4 – 10 pm, Elk Island National Park)

ILLUMINATIONS (Mar 12 – 13, Fri 12 – 9:30 pm, Sat, 2 – 9:30, Edmonton Ski Club)

