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“DECK THE DTO” HOLIDAY FESTIVITIES BEGIN DECEMBER 1

HOLIDAY CONTEST FEATURES DECORATED LOCAL BUSINESSES IN DOWNTOWN ORLANDO

Orlando, Fla. (Nov. 21, 2017) – Downtown Orlando local businesses and organizations will celebrate the holiday spirit this year by participating in *Deck the Downtown 2017*. Also known as *Deck the DTO*, this program is a collaborative effort between the Downtown Arts District, Downtown Orlando Partnership, Church Street District, Thornton Park District and the Downtown Development Board. *Deck the DTO*, which was launched last year, has received positive feedback and community praise. In light of this, it returns for 2017 with an extended timeframe. Guests may enjoy festive lights, holiday window décor and a “decked out” downtown Orlando for the entire month of December.

“We’re thrilled to be a part of *Deck the DTO*,” said Church Street District Executive Director Janie Pope. “It allows us to promote and engage our local businesses more directly while enhancing the existing activities and programming that already make downtown Orlando a festive, family-friendly holiday destination.”

Participating businesses are listed on the *Deck the DTO* website: www.decktheDTO.com. Each business will have its display judged for a chance to win a \$500 cash prize in one of the following categories:

- Most Original/Creative
- Best Use of Traditional Décor
- Best Window Painting
- Judges Favorite

All displays are open to the public and accessible at no charge. Guests are invited to visit the local businesses throughout the holiday season, take pictures and share their favorites on social media using the hashtag **#DECKTHEDTO**. Location maps may be picked up at any participating business during business hours, or downloaded from the [Deck the DTO website](http://www.decktheDTO.com).

A public kick-off event will take place on Thursday, Nov. 30 from 3:30 p.m. – 5 p.m. at Frosty’s Christmastime Lounge, 50 E Central Blvd. Elected officials as well as representatives from each organization are expected to attend. Residents, participating businesses and members of the press are invited to help celebrate *Deck the Downtown 2017*.

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Media Contact: Bridget D. Keefe, Executive Director, Downtown Orlando Partnership
Phone: (407) 595-0897, Email: Bridget@doporlando.com

About Church Street District

The Church Street District received Main Street designation in 2011 and is focused on enhancing the corridor through marketing, hosting special events, and promoting the area's unique establishments. Located in the heart of Downtown Orlando, the Church Street District is home to an eclectic mix of world class dining, professional sports, live entertainment, night spots, theater and Orlando's award-winning Amway Center. No matter what you're looking for, there's always something new to discover on Church Street. The area is deeply rooted in Orlando's history and was developed around the City's original train station.

About Downtown Arts District

The Downtown Arts District is a dedicated nonprofit organization for advancing arts and economic development in the City of Orlando. Established in 2000, the Arts District represents and serves the arts community by providing promotional and financial assistance to art and cultural venues, public art projects and signature events. Comprised of a series of cultural communities, the Arts District encompasses the visual arts, literature, the performing arts including music, drama, film, dance, and arts and culture-related retail businesses. The Arts District is the producer of a series of mission-based events and programs to heighten visibility for the arts including the monthly 3rd Thursday Gallery Hop and Art Walk, annual themed arts celebration La Mascara, the award-winning network, OrlandoSlice.com and much more. In addition, the Arts District is the parent company to City Arts Factory, Downtown's community of art galleries, a photography studio and SAK Comedy Lab.

About the Downtown Orlando Partnership

Established in 1961, the Downtown Orlando Partnership (DOP) is a nonprofit organization which enables professionals and companies to connect, collaborate and contribute to the Downtown Orlando business community. The DOP produces more than 20 events annually including the annual Golden Brick Awards and the State of Downtown Address and is a key partner of the Third Thursday Orlando collaboration and the Downtown Orlando Tours initiative.

About Thornton Park District

Located just steps from Lake Eola, Thornton Park District is one of the most desirable and stylish neighborhoods in downtown Orlando. Featuring upscale eateries, inviting neighborhood bars and trendy boutiques, Thornton Park is the perfect place to unwind along their picturesque brick-lined streets and colorful landscapes. Home to charming Craftsman-style bungalows and soaring luxury condominiums, the hip urban area hosts community driven events, live music and diverse entertainment on a nightly basis, making it the ultimate place to work, play and live. Thornton Park District is part of the Orlando Main Street Program and a Nationally Accredited Main Street. For more information visit www.ThorntonParkDistrict.com.