Winterdown & Tree Lighting
Saturday, November 21
11 AM to 7 PM (times to be confirmed)

This year, the Winterdown Tree Lighting will take place the Saturday before the Flamborough Santa Claus Parade, giving families and visitors back-to-back weekends of holiday fun. And, afternoon activities will ensure the littlest ones can enjoy activities before bedtime.

Join us in setting the tone for the season by lighting up your businesses as we illuminate Waterdown Village streets and host activities throughout the day aimed at bringing people downtown and visiting your businesses.

See 2024 Winterdown Photo Gallery

Activities to include (tbc):



- Horse and wagon rides
- Santa
- Mr. Ben Children's Entertainer
- Jamie Barnes Holiday Band
- Gingerbread Decorating
- Kids' activities and crafts
- Holiday crafts and workshops
- Retail and customer appreciation events at participating businesses
- Hop on, hop off bus (budget permitting)

Benefits of participating in Winterdown activities?

- Brand awareness - listing in Winterdown flyer mailed to 7,500 Waterdown households if leading or sponsoring a specific activity, workshop, performance or participating in holiday retail / passport event.
- Face-to-face engagement opportunities.
- Brand reputation - being part of a much loved community tradition.
- Bonus opportunity - if desired - you can host a special kids' activity, craft or entertainment at your location or at an activity zone and we'll promote it.
- Brand content - something to talk about on your socials.

What's involved?

- The BIA provides passports, stickers, flyer, promotional posts and books/coordinates activities.
- You can light and decorate your business, handout passport stickers and choose the level at which you would like to participate in retail and event activations.