

September 29, 2022  
Press Release

# Winter Wonderland Holiday Market in Hallidie Plaza presented by The Union Square Alliance

Media contact:

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November 25 – December 24

"Winter Wonderland"

Holiday Market in Hallidie Plaza

Presented by The Union Square Alliance

## WHAT:

*Winter Wonderland in Union Square*, the first holiday market for Union Square, turns Hallidie Plaza into a shining fairytale land. Local, handmade gifts, holiday tree decorations, sweets and warming drinks await as well as live entertainment, Santa's Workshop and DIY crafts for kids and adults alike. Come celebrate and gather in our holiday market.

The holiday market, alongside [Safeway Holiday Ice Rink in Union Square](#), Macy's Holiday Tree and the Bill Graham Menorah, will be the foundation of the [Union Square Alliance](#)'s holiday

campaign. *Winter Wonderland in Union Square* will be linked together by magical illuminations to encourage visitors an enchanting exploration throughout the district. *Winter Wonderland in Union Square* will illuminate the area and awaken the senses from twinkling lights and gentle snowfall to holiday carols, warm candied nuts, and hot cocoa. Guests will wander in awe, relax to the sounds of San Francisco's finest entertainment and marvel at the variety of arts and crafts only San Francisco has to offer.

The holiday market is a pilot collaboration between [Willy Bietak Productions](#), owner and operator of [The Safeway Holiday Ice Rink in Union Square](#) and the [Union Square Alliance](#). Hallidie Plaza is a public square located at the entrance to Powell Street Station on Market Street in the Union Square area of downtown San Francisco.

#### WHERE:

Hallidie Plaza in the Union Square District of San Francisco

(Powell & Market Streets, near Union Square)

#### WHEN:

Friday, November 25 – December 24, 2022

**Ribbon Cutting November 25: Time TBA**

#### HOURS \*:

November 25 – 27: 10am – 8pm

November 28 – December 16: 12pm – 8pm Monday through Friday; 10am – 8pm Saturday & Sunday

December 17 -- 24: 10am – 8pm daily

**\*Hours are subject to change**

#### WEB:

[www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)

## WHO:

About the Union Square Alliance:

The Union Square Alliance serves members and creates a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the district's future success. Union Square is the vibrant heart of San Francisco and an international destination where visitors come to enjoy exceptional retail experiences, luxury hotels, world-class cultural institutions, and great public spaces found only in the City by the Bay. A lively 27-block community surrounding Union Square Park in the heart of San Francisco makes up the Union Square Alliance. It is bordered on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west Taylor Street. For more information on the Alliance, go to [www.visitunionsquaresf.com](http://www.visitunionsquaresf.com)