

San Francisco's Union Square Alliance Presents "Winter Wonderland" November 25 – December 24

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San Francisco's Union Square Alliance Presents

"Winter Wonderland"

November 25 – December 24

An Enchanting Holiday Village with local merchants, artists, and performers to brighten and revitalize the Heart of the City

Opening Celebration on Friday, November 25 at 4 pm

November 17, 2022 – San Francisco, CA. San Francisco's Union Square leans into old-world meets new-world traditions this holiday season with its new Holiday Campaign: **Winter Wonderland in Union Square**, presented by Union Square Alliance (www.visitunionsquaresf.com). "Winter Wonderland" invites visitors to explore the first Holiday Village in Union Square en route to [The Safeway Holiday Ice Rink Presented by Kaiser Permanente](#), [Macy's Great Tree](#), [San Francisco SPCA and Macy's Union Square 36th annual Holiday Windows](#), and the [Bill Graham Menorah](#). "Winter Wonderland" encourages locals and tourists alike to "wander" throughout the district, exploring all the holiday activations, old and new, while re-discovering the heart of the **City**, Union Square, this holiday season.

The Winter Wanderland's Holiday Village at Hallidie Plaza (Powell & Market Streets) will **open to the public from 12pm-7pm on "Black Friday," November 25 through Saturday, December 24, with a kick-off opening ceremony at 4 pm on Friday, November 25.**

"Winter Wanderland will transform Hallidie Plaza into a festive holiday village," says Marisa Rodriguez, Executive Director of Union Square Alliance. Local, handmade gifts, holiday tree decorations, snow flurries, sweets, and warming drinks enhance the space, along with live family-friendly entertainment like magicians and carolers, and a larger-than-life Snow Globe photo opportunity for people of all ages to enjoy.

There's no place like Union Square for the holidays, and this year is even grander than years past. Three years after COVID, our spirit of optimism and renewal will bring new visitors and Bay Area natives to the area's hotels, restaurants, cocktail lounges, art galleries, theaters, and world-class retail destinations.

Through November and December, events and promotions throughout Union Square will be updated regularly at www.WinterWanderlandSF.com and on our popular [Instagram](#), [Facebook](#) and [Twitter](#) accounts. Hashtags: #WinterWanderlandSF #WinterWanderlandinUnionSquare #UnionSquareSF

"The more, the merrier is more than a cliché; it's a proven activation strategy," notes Rodriguez, whose efforts over the last year have led to increased foot traffic, and sales, in the area. Additionally, a resolute commitment to and resources for public safety has brought a palpable appreciation from visitors and area businesses. "The activation of public spaces is one of the best ways to restore and reimagine the heart of San Francisco. This is a part of our strategic plan to revitalize the downtown core."

Concurrent with and an important part of "Winter Wanderland" is the annual illumination and Holiday decorations throughout the district, including twinkling lights, snowflakes, and oversized ornaments, each uniquely painted by local artists, displayed along the Cable Car Powell Street line. This "Ornament Trail" includes a QR coded scavenger hunt with prizes for participants.

The "Winter Wanderland" holiday village is a pilot program in collaboration between Willy Bietak Productions, owner and operator of The Safeway Holiday Ice Rink presented by Kaiser

Permanente, and the Union Square Alliance. “Ice skating is a celebrated holiday tradition in Union Square,” said Willy Bietak of Willy Bietak Productions. “We are so thrilled to be back on the ice for our 15th season. In collaboration with the Alliance, we are looking forward to making the combination of the rink and the Holiday Village a captivating annual event.”

Safety continues to be a top priority. 24/7 private security will be in place within the Holiday Village, in addition to the popular retired Police Officers Program, augmented by active-duty members of the SFPD, SF Travel Welcome Ambassadors, and Union Square Ambassadors throughout the district team-up to support a welcoming outdoor environment for all to enjoy.

Hours for the “Winter Wonderland” Holiday Village are:

- November 25 – December 24*: 12 pm – 7 pm, daily

**Closed on 11/28, 11/29, 12/5, 12/6 and hours are subject to change*

About 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, an international destination where visitors 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 by Taylor Street. For more information on the Alliance, go to www.visitunionsquaresf.com.

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