

**JANUARY 17-18, 2025**



# **BE PART OF THE MAGIC!**

**We need your help to make it unforgettable! Families and visitors will be strolling the streets to admire breathtaking ice sculptures, enjoy fiery displays, and soak up the festive atmosphere.**

**By keeping your doors open late during the festival, you'll:**

Welcome new customers and showcase your unique offerings.

Contribute to the festival's success by creating a vibrant downtown experience.

Be part of a community effort to bring visitors back to Downtown Dover.

## **Why Your Participation Matters**

**Your store plays a vital role in the success of the Fire & Ice Festival.**

### **IMAGINE:**

- A bustling downtown with many families exploring your shop.
- Visitors returning again and again because of the unforgettable experience they had.
- Your business being recognized as a key part of Dover's revitalization.

### **WAYS TO PARTICIPATE:**

- **Extend Your Hours:** Stay open until 8 PM on January 17—18.
- **Value Added:** Attract festival-goers with discounts or promotions.
- **Decorate Your Storefront:** Create fire or ice-themed décor to enhance the festive atmosphere.

**NO FEE  
FOR DOWNTOWN MERCHANTS  
TO PARTICIPATE**

### **LET'S MAKE IT HAPPEN TOGETHER!**

Together, we can show visitors that Downtown Dover is the place to be—vibrant, welcoming, and thriving.

**LEARN MORE**

**[FireandIceDover.com](http://FireandIceDover.com)**



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## FEEL THE HEAT. EMBRACE THE CHILL. JOIN THE FUN!



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