# **BIG THANK YOU** TO OUR SPONSORS

**Brandon McCarthy - Bell Bank Mortgage Bye, Goff & Rohde Family Fresh Market City of River Falls Candy Cloud River Falls Business Improvement District**  **River Falls High School Viking Coca-Cola Steiner Plumbing & Electric Pierce Pepin Cooperative Services WESTconsin Credit Union** 

**Wonderworks Theatre** Whole Earth Co-op **Senior Citizens Group** 



### **BICVTC**

READY, SET...

# GOVEMBER!

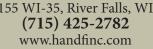
**DISCOVER CVTC THIS NOVEMBER AND TAKE ADVANTAGE OF THESE** 

### PERKS ALL MONTH LONG:

- USE CODE 'GOVEMBER' TO APPLY FOR FREE
- BE ELIGIBLE TO WIN 1 OF 3 \$50 GIFTCARDS
- 1 LUCKY APPLICANT WILL RECEIVE A \$500 SCHOLARSHIP!











# **NOVEMBER 28, 2025**

**Downtown River Falls** 

11:00 AM - 7:00 PM









Check out all 2025 holiday events happening in River Falls by scanning here.







Email: jmorrow@amfam.com





## Holiday Activities Calendar



Check out all 2025 holiday events happening in River Falls by scanning here.

ACTIVITY	TIME	LOCATION	PRESENTED BY
Free Holiday Film "The Grinch" (2018) a Who-ville Family Matinee	11:00 AM - 12:30 PM	Falls Theatre	Brandon McCarthy - Bell Bank Mortgage
The Warming Express: River Dazzle's Holiday Trolley	1:00 PM - 5:00 PM	River Dazzle Event Zone	Bye, Goff & Rohde
A Very Merry Photo Op: Photos with Santa & Mrs. Claus	1:00 PM - 5:00 PM	Junior's Restaurant & Tap House	Family Fresh Market
The Quick Sketch Corner: Free Caricatures	1:00 PM - 5:00 PM	Junior's Restaurant & Tap House	Family Fresh Market
Chainsaw & Chisel: Ice Art Live	1:00 PM - 5:00 PM	Veterans Park	City of River Falls
River Dazzle Cocoa Stop	1:00 PM - 5:00 PM	Veterans Park	Candy Cloud
River Dazzle Chili Crawl	1:00 PM - 5:00 PM	Scan QR code for most updated information	River Falls Business Improvement District
Dazzle & Drink Responsibly: Open-Container Event	1:00 PM - 5:00 PM	River Dazzle Event Zone	Bye, Goff & Rohde
Holiday Harmonies: Costumed Carolers	2:00 PM - 3:00 PM	River Dazzle Event Zone	River Falls High School
Free Bear Hugs & Photo Ops	3:00 PM - 5:00 PM	Veterans Park	Viking Coca-Cola
'Up On The Rooftop' Reindeer Drop	5:30 PM	Family Fresh Market Lawn	Steiner Plumbing & Electric
Chili Crawl Award Presentation	5:45 PM	Veterans Park	River Falls Chamber of Commerce & Tourism Bureau
Mascot Run	6:00 PM	Veterans Park	Pierce Pepin Cooperative Services
Santa Fun Run	6:05 PM	Veterans Park	Pierce Pepin Cooperative Services
River Dazzle Lighted Parade + Livestream	6:30 PM	Main Street & Livestream - see QR code	WESTconsin Credit Union

For the past 28 years, the Main Street Business Improvement District and the River Falls Chamber of Commerce & Tourism Bureau have sponsored a holiday celebration called River Dazzle. The celebration is always held on the Friday after Thanksgiving. The festivities include photos with Santa & Mrs. Claus, costumed carolers, a Chili Crawl, and other fantastic downtown activities. This is a wonderful time to start local holiday shopping as you enjoy strolling or riding around downtown! One of the biggest highlights of the day is the River Dazzle Lighted parade beginning at 6:30 рм.







## ehilicro CONTEST

1:00 PM - 5:00 PM

### **Award Presentation**

**VETERAN'S PARK 5:45 PM** 

Downtown River Falls businesses compete to be crowned the coveted "People's Choice Award Champion" for best chili of the year. Taste as many chilis as you can and vote for your favorite.

Bring your ballots to Veterans Park by 5:15 PM for your chance to win tickets to BLUEGRASS, BOURBON & BREWS!

### **2025 PARTICIPANTS**

Comforts of Home at Mel's Midtowner Emma's Bar Johnnie's Bar Junior's Restaurant & Tap House Streeters Bar & Grill Swinging Bridge Brewing Company **Tarnation Tavern** 

The Garage Bike + Brews

Scan QR Code for Most Updated Participants List

### A Thrilling, Chilling Show!



Award winning ice sculptor Rob Graham creates a custom design to celebrate River Falls. Chat, this ice carving is giving fire, no cap.

precision and fast-paced action as our featured carver, Iceman, uses power tools and sharp chisels to create a magnificent frozen masterpiece. The live carving demonstration is truly unforgettable.

Witness the intense

Happily presented by Family Fresh Market and by the City of River Falls.

