

## FOR IMMEDIATE RELEASE:

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## The West End Association Welcomes Visitors For The Holidays

DALLAS, TEXAS, December 1, 2020: The Dallas West End is full of the holiday cheer, as the West End Association (WEA) kicks off the month of December with a host of family friendly, spatially distant fun.

This unique time in history has many people planning their outings with careful consideration. Everyone wants to enjoy the season, but keep their families safe. With this in mind, the Dallas West End Association (WEA) has created a safe and socially distant holiday experience in the historic West End district. Holiday Lights in the Dallas West End Event Dec 12th - 13th

From charming lighting displays to window painting to beautiful decor, the West End played off of its century of history to create a warm and welcoming place for visitors to enjoy a stroll, photo opportunity and some great food. Historic Market street is where the magic begins, leading you through glimmering lights and the district's one hundred year old brick sidewalks and byways.

Neighborhood bars and restaurants will offer holiday drinks, appetizers and food specials throughout the month. The weekend of Friday, December 11th – Saturday, December 12th, the district will be hosting a special holiday extravaganza from 12pm – 12am. All media are invited to enjoy the district for holiday cheer, live shots, weather updates and holiday color throughout the season. Photos and video of the historic Dallas West End, are available upon request.

The Holiday Lights are a collaboration with West End Association, Wildcat Management and Downtown Dallas Inc.

The West End Association is a 501(c)(6) non-profit organization. WEA is dedicated to the preservation and development of the historic district. It works to enhance the area through public safety improvements, marketing and promotion. Its mission is to interface and engage with property owners, business owners, residents, and the City of Dallas to improve the district and aid its growth.

For questions or comments regarding the Historic West End neighborhood, please contact

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