

The Detroit News

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Winter Blast blows
into town Feb. 11-13

ARTS & STYLE, 7A

Motown Winter Blast set for wintry fun

BY URSULA WATSON
The Detroit News

Organizers of Motown Winter Blast this afternoon will herald its return to Campus Martius Park, Feb. 11-13.

The winter festival, established in 2005, promises a flurry of family activities that will be light on the pockets of festivalgoers. The event continues to survive tough economic times thanks to support from local businesses

and organizations, says event producer Jonathan Witz.

In addition to last year's supporters, Witz says, there are several new major names supporting Winter Blast, including the General Motors Foundation, Blue Cross Blue Shield of Michigan and GalaxE.Solutions.

"GalaxE.Solutions said that one of the reasons it chose to move their offices to the Campus Martius area was because of all the vibrant events held at the

park such as Winter Blast," he says.

New this year to Winter Blast is a chance to win a getaway to "ESPN the Weekend" at Disney's Hollywood Studios in Florida. Most of the events, like ice skating, marshmallow roasting and ice sculpture exhibits, will be back, Witz says.

There also will be more than 50 live musical acts and 10 food vendors.

For a second consecutive

year, admission will have a charitable slant. Festivalgoers are asked to bring one nonperishable food item, new or gently worn clothing or a book to donate to Breaking the ICE on the Cycle of Poverty.

"Last year, we collected 600,000 pounds of items for the program," Witz says.

He adds the event can still use a bit of help. The festival still needs \$25,000 in sponsorship to cover its \$300,000 budget.

Motown Winter Blast

Feb. 11-13

Campus Martius Park,
800 Woodward Ave., Detroit

Admission: One nonperishable
food item, a new or gently used
piece of clothing or a book

Call (313) 963-8418 or visit
www.winterblast.com

Sponsorship opportunities:
(248) 334-4600