

Motown Winter Blast returns

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The Motown Winter Blast returns to Campus Martius Park in downtown Detroit for the seventh consecutive year Friday, Feb. 11 through Sunday, Feb. 13.

Winter Blast is Detroit's celebration of winter experiences, dining, music and family fun to be held in downtown Detroit's Campus Martius from Friday, Feb. 11 through Sunday, Feb. 13. The festival will be open from 11 a.m. to 11 p.m. Friday, 11 a.m. to 11 p.m. Saturday and 11 a.m. to 9 p.m. Sunday). Originally created as the backdrop for Super Bowl XL, the festival attracted more than 75,000 people last year.

The celebration of winter and family fun, dining and music welcomes several new sponsors, including the General Motors Foundation, Blue Cross Blue Shield of Michigan and GalaxE.Solutions, and will provide visitors with a non-stop lineup of winter activities.

"The festival serves as a backdrop to bring people from all over metro Detroit and beyond to the downtown area," said Jonathan Witz, event producer. "It's a great economic boom for the City of Detroit. We are also excited to announce extended hours as we will now open on Friday at 11 a.m., instead of 3 p.m., thanks to the support of Blue Cross Blue Shield of Michigan."

Blue Cross Blue Shield of Michigan (BCBSM) will also be the title sponsor of snowshoeing, an activity that offers festival guests the opportunity to enjoy a fun, casual physical activity at the festival.

Winter Blast organizers also are excited to announce new activities for the family and a warm weather getaway opportunity courtesy of Radio Disney AM 910 and the DMC Children's Hospital of Michigan. On Sat., Feb. 12 and Sun., Feb. 13, Radio Disney AM 910 and DMC Children's Hospital of Michigan will be inside the Meijer Family Tent. From the Meijer Family Stage, B.C. and the AM 910 Radio Disney Road Crew will rock out during the D-Tour, a one-hour high-energy show full of games, music and tons of prizes for the whole family.

Everyone 16 years of age and under are encouraged to visit the Radio Disney AM 910 booth to enter a drawing for a chance to win a family trip to attend ESPN

The Weekend at Disney's Hollywood Studios March 3 to 6. Also on Saturday and Sunday, children will be able to try out their Sports Casting skills live on the air.

Snowmaking returns to Winter Blast with special snow cannons that will add to the festive, winter environment. The cannons will augment natural snow to guarantee snowshoeing and snow hills for children to enjoy. In addition, many other favorite outdoor activities from previous years will return, such as marshmallow roasting, professional and amateur ice skating exhibitions, and brilliantly carved and lighted ice sculptures. Three stages will boast more than 50 performing musical acts. All Winter Blast concerts are free. The festival also will offer an arts and crafts area, food from 10 restaurants and caterers and other entertainment.

Despite the great sponsorship support, the festival still needs to acquire \$25,000 to cover its \$300,000 budget. Sponsorship opportunities still are available, including those for high traffic, winter-themed attractions like the Snow Slide, which could possibly return in 2011. Event organizers have found a way to bring back the Snow Slide for less money than ever and are asking any business or organization interested in becoming a Motown Winter Blast sponsor can contact the event office at (248) 334-4600 for more information.

For additional public information, visit www.winterblast.com or call (313) 963-8418.

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