

# Holidazzle brightens downtown

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Music, fun and art were all present for the 11th annual Holidazzle event downtown on Friday.

Holidazzle, which began in 2004, promotes regional artists and crafts. Downtown shops, restaurants and businesses display and sell the work of local and regional artists and artisans amid live music and entertainment.

The event won a state award from the Wisconsin Department of Commerce in its first year.

This year Holidazzle welcomed more than 30 vendors and 50 artists. Fan favorites like Mr. and Mrs. Claus, the free trolley and photobooth were all back.

New this year was a passport, an item that premiered during Artwalk earlier, in which visitors receive a sticker at several different locations. Once full, their name is entered to win one of seven large baskets.

The first prize basket was a “staycation” at the Hampton Inn, worth \$275 from Visit Beloit.

The event draws at least 1,000 people from Beloit, Janesville and other nearby communities.

“It kicks off holiday shopping downtown,” said Shauna El-Amin, executive director of the Downtown Beloit Association.

First-time Holidazzlers Julie Davies, of Janesville, came with her niece Janis Rustad, who is visiting from Colorado to join in on the experience.

“It’s pretty things, different unique stuff that you don’t see every day,” said Davies.

Scrapbook maker Donna Bliss has sold her crafts for the last 7-8 years at Holidazzle and said it’s the people that keep her coming back.

“It’s fun to talk to people,” said Bliss.



## Snazzy-looking edibles

People came out by the dozens to decorate cookies at Bagels and More Friday at Beloit’s annual Holidazzle. Kids and adults participated in the fun activity and left with some snazzy-looking edibles.