

Holidazzle puts sparkle in season

By **ROBERT CROZIER** Staff writer | Posted: Saturday, December 5, 2015 10:00 am

BELOIT — Downtown Beloit kicked into full Christmas mode Friday night for the 12th annual Holidazzle.

Large crowds of people and carolers from Beloit Memorial High School roamed the streets as downtown businesses put out their offerings.

Shopper Chris Green of South Beloit said she liked seeing so many people out supporting the vendors. She's been to Beloit's Holidazzle many times and was pleased with the warm weather. It was still a balmy 37 degrees out at 7:30 p.m.

"We've been out when it's far below zero," she said.

Several downtown spots offered free food and snacks, such as the pizza at M&I Bank, the meatballs and spicy mulled wine at the Beloit Fine Arts Incubator and the cookie decorating station at Bagels & More.

Emily Green, Chris's daughter, said she liked all the food, particularly the vegetables offered at the quilt shop. She said she also likes shopping. She and her mom bought several gifts including some soaps and a necklace.

Santa Claus even visited. He and Mrs. Claus were at Turtle Creek Bookstore greeting children and listening to their Christmas wishes.

Many businesses hosted crafters and vendors, and there were vendors on the street, such as a kettle corn seller on Grand Avenue.

Northwoods Premium candy shop co-owner Scott Lamoreux said his store always sees a lot of customers on Holidazzle.

"Holidazzle is a very busy day for us," he said.

All the while, Christmas music filled the air from large speakers set up by a local radio station at the



Piling on the frosting

Camryn Ritzert, 6, of the Town of Beloit squeezes yellow frosting on a cookie at Bagels & More. Bakery owner Joan Siekierski ran the decorating table for children as part of Holidazzle.

intersection of State Street and Grand Avenue. A free trolley even carried people from spot to spot.

A total of 28 businesses participated, according to Downtown Beloit Association Promotions Coordinator Crystal Cribbs. She said the whole event was designed to encourage people to patronize the local stores.

“We’re hoping that people will do some of their holiday shopping at Holidazzle,” Cribbs said. “What better way to shop local and shop small.”