



DESTINATION STRATFORD ANNOUNCES EXTENSION OF LIGHTS ON STRATFORD AND A NEW STRATFORD'S ON INITIATIVE IN COLLABORATION WITH DOWNTOWN STRATFORD BIA

FOR IMMEDIATE RELEASE

Stratford, Ontario, January 17, 2023 – Destination Stratford is thrilled to announce the extension of the third-annual Winter Festival of Lights. Due to popular demand, Lights On Stratford will be extended to include the last weekend in January and will remain open 7 nights a week from 5pm to 10pm through to and including Sunday, January 29th, 2023.

To commemorate this winter's closing weekend for the festival, Destination Stratford and Downtown Stratford BIA are collaborating with Lights On Stratford and storefronts across the city to create STRATFORD'S ON by having businesses stay open late on both Friday, January 27th and Saturday, January 28th.

"We're thrilled to see our community come together during Lights On Stratford, and having our amazing restaurants, cafés and retailers stay open late for the last weekend in January for STRATFORD'S ON will be a true celebration of our city for both residents and visitors," said Zac Gribble, Executive Director of Destination Stratford.

The Downtown Stratford BIA is launching a STRATFORD'S ON contest on their social media channels that includes \$250 Downtown Dollars for 1 lucky person AND an additional \$250 Downtown Dollars to the downtown business they visited and tagged during the final weekend of Lights On Saturday on either Friday, January 27th or Saturday, January 28th.

"Downtown Stratford will be bustling with activity during these evenings as many downtown businesses will be offering extended hours that will enhance the amazing ambiance Lights On provides – Stratford's On for Lights On", states Jamie Pritchard, General Manager of the Downtown Stratford BIA.

Over 60 downtown businesses have already committed to keeping their doors open late for STRATFORD'S ON. All businesses are welcome and encouraged to participate by contacting the event organizers. For a list of businesses staying open late, please visit: [Who is on? Stratford's On](#)

The Festival has become a winter highlight for both visitors and the local community and has received an incredibly positive response with record attendance and social media sharing. The final weekend of Lights On Stratford promises to deliver a unique Stratford experience that celebrates the season and local businesses.

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For more information, please email hello@visitstratford.ca

