

You are invited to experience the sights, sounds and tastes of Christmas. With a visit to Black River Falls' annual Christkindl Festival, you'll relive a centuries-old tradition.

The Black River Falls Downtown Association is bringing a new level of Christmas charm and Old World traditions to the area. No one knows how to celebrate Christmas like the Germans. It's thanks to German traditions that we decorate Christmas Trees, hang Christmas Wreaths and put Nutcrackers on mantels. Because of them, we bake Gingerbread men, open Advent Calendars, fill Stockings with treats and put Angels on-top of Christmas Trees.

Since the Middle Ages, German towns have held Christ-child markets, or Christkindlmarkt, in their market squares. The tradition of the Christkindl is known among German-speaking countries such as Germany, Austria, Switzerland, and also Czech Republic, Italy, Liechtenstein and even some South American countries. Christkindl is a fairy-like being, dressed in a gold and white robe with a crown atop her golden hair. Depending on region and family tradition, either the Christkind (pronounced Kristkind) or "Der Weihnachtsmann" (Father Christmas, also known as Kris Kringle and Santa Claus) will be the bearer of gifts for children on Christmas Eve.

During Advent, which runs approximately from our Thanksgiving holiday through Christmas Eve, rustic timber booths draped with fragrant evergreen boughs, line the town squares. It is here that vendors and artists sell items such as toys, blown-glass ornaments, cones of warm sugared almonds and steaming mugs of Glühwein (spiced mulled wine) to holiday shoppers. It's a charming tradition, but a hard one to import to the United States. We have the convenience of Malls, not market squares. But that hasn't stopped the Black River Falls Downtown Association from creating a new tradition, complete with Father Christmas and Christkindl.



Christkindl Festival

is

Sponsored By:

Black River Falls Downtown Association

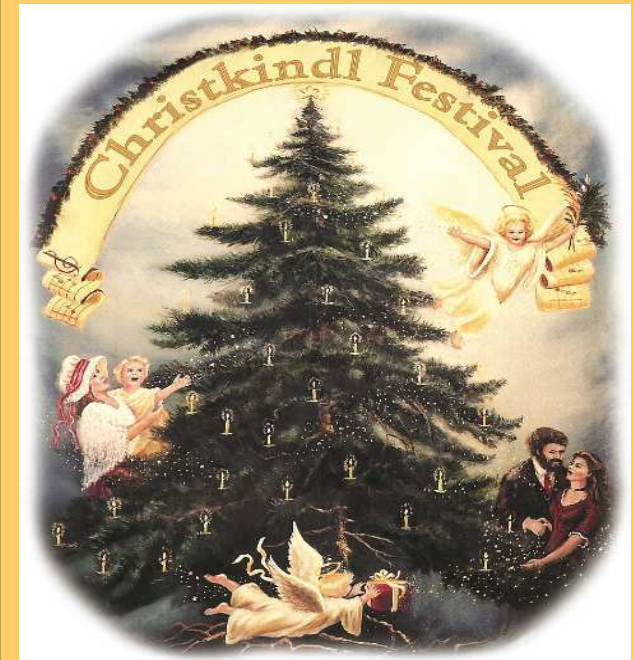
Black River Area Chamber of Commerce

The Merchant General Store
Edward Jones Investments
Tru-Gas of Black River Falls
D & S Manufacturing
Northern Christmas Trees
Falls Florist & Greenhouse
Holiday Inn Express Hotel & Suites
Black River Abstract Company
Cozy Corner
Black River Family Dentistry
Community Dental
Black River Country Bank
Jackson County Bank
Waumandee State Bank
Co-op Credit Union
Perkin's Restaurant & Bakery
Lost Falls Campground
Walmart
Gallic Traditions LLC
Gunderson Lutheran Eye Clinic
Black River Falls Post Office
John & Deb Marg
River Country Fitness
The Consignment Shop & More
Dale's Refrigeration
Sampson Art Gallery
Karner Blue Garden Club
Jackson County Historical Society
Falls Players
blackriverfalls.com
Waarvik Drugs
Torgerson's Furniture
Smiley Bear Design
Buzz & Brew Shop
Mary J's
Prochaska Carpet Service
Framing Etc.
Plaza 24/7 Fitness
Days Inn



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Christkindl Festival



December 4th and 5th

**Downtown
Black River Falls, WI**

**Festival Grounds located at the corner of
Harrison Street and N. 2nd Street
www.christkindlfestival.com**

Christkindl Festival Event Schedule

Friday, December 4th, 2009

Location: —301 Main Street, Black River Falls
Jackson County Courthouse front lawn

- 6:00p **Christkindl Festival Opening Ceremonies**
- **2009 Christkindl and Father Christmas Coronation Ceremony**
 - **Christmas Tree Lighting Ceremony**
 - **Candle Light Procession** (To Christkindlmarkt)
 - **Festive Entertainment and Refreshments**
(At Christkindlmarkt)

Saturday, December 5th, 2009

Location: Downtown Black River Falls at the corner of
Harrison Street and N. 2nd Street

- 8:00a **Breakfast with Christkindl and Father Christmas**
- 8:30a **Pictures with Santa at Jackson County Bank**
- 9:00a **Christkindlmarkt Opens**
- 9:00a **Mrs. Claus' Cookie Shoppe & Bake Sale Opens**
- 10:00a **Kindermarkt Opens at Christkindlmarkt**
- 11:30a **Christkindl Post Office Opens**
- 12:00p **Horse-drawn Carriage/Wagon Rides**
- 1:00p **Santa's Live Reindeer & Baby Camel Exhibit**
- 1:00p **Christkindl Wagon/Carriage/Sleigh Show**
- 5:30p **Night of Lights Parade**
(Downtown Black River Falls along Main Street)
- 9:00p **Christkindlmarkt Closes**

Christkindl Festival List of Activities

2009 Christkindl & Father Christmas Coronation

Black River Area Chamber of Commerce will select one young lady and one young man from Jackson County who represents the Spirit of Christmas and meets all contestant qualifications. Young ladies and gentlemen between the ages of 14 and 18 will be considered as a contestant. Those interested in the honor of being this Year's Christkindl or Father Christmas need to contact the Black River Area Chamber of Commerce for an application.

Christmas Tree Lighting Ceremony

Join us for the first community Christmas Tree Lighting in Black River Falls. Don't miss the candle-lit procession from the courthouse lawn to the Christkindlmarkt tent as we enjoy the performances of area musicians, warm refreshments and begin this year's holiday season.

Breakfast with Christkindl & Father Christmas

Start your morning with a hearty breakfast and meet Jackson County's representatives of the Christmas Spirit, Christkindl and Father Christmas.

Christkindlmarkt

Enjoy traditional wares, unique, quality, hand-crafted gifts. Inside festive heated tents, you will find a heart-warming ambiance filled with the Christmas Spirit as you drift from booth to booth. Sample traditional holiday treats, food and beverages as you take in the joys of the holidays by listening and watching on-stage performances by theatre groups and local musicians. Be sure to pick-up your limited, commemorative, one-of-a-kind Christmas Ornaments for the Christkindl Festival located at the Downtown Association's booth.

Santa's Live Reindeer and Baby Camel Exhibit

Kindling the magic of Christmas, be sure to see the live reindeer exhibit. Visitors will have the chance to pet, take pictures and learn about the reindeer. Don't miss a chance to see the baby reindeer and baby camel.

Kindermarkt

Inside Christkindlmarkt children will enjoy holiday crafts and writing their letters to Santa. We have been told that the Children's letters will be sent special delivery to the North Pole so Santa can respond to each child! Be sure to drop off your letters at the Christkindl Post Office!

Christkindl Festival List of Activities

Christkindl Post Office

Thanks to the Black River Falls Post Office, we will have our own special Christkindl Post Office located at the Christkindlmarkt where you can have your holiday cards and letters postmarked with the collectible Christkindl Stamp made especially for this event.

Mrs. Claus' Cookie Shoppe

Get a head-start on your holiday baking by picking up some homemade sweets from Mrs. Claus' Cookie Shoppe located at the Christkindlmarkt. The baked goods are donated and proceeds from the sale will benefit local charities.

Downtown Window Displays

Since the festival is located in Downtown Black River Falls this allows you to visit all the unique shops and businesses. Stroll down the streets and vote on a favorite window display. Votes are collected at the Downtown Association's Christkindl Festival booth in the Christkindlmarkt.

Gingerbread House Show & Contest

See the craftsmanship of local talent at the Gingerbread House exhibit at Black River Country Bank which is hosting the entries for the Gingerbread House Contest. Be sure to vote on your favorite.

Community Christmas Tour of Lights & Contest

Sign-up or drop-off your application at the Christkindlmarkt to be considered in this Jackson County Christmas decoration contest. Bring out your inner Griswold and see how your decorations compare to your neighbors!

Night of Lights Parade

As night-time approaches, witness the beauty of the evening Christkindl Festival parade. All parade entries are illuminated. Prizes will be awarded for the best individual and commercial float. Let's hope Santa Claus will join us for our parade!

Horse-drawn carriage/wagon Rides

For an even more magical winter experience, take a romantic evening ride in a horse-drawn carriage or wagon ride with your family.

Christkindl Wagon/Carriage/Sleigh Show

See a collection of carriages, wagons and sleighs along with Santa's sleigh and Christkindl & Father Christmas' sleigh.