

In the **Q**: 5 Trees for the Season Kicks Off in the MedQuarter

New to the Fire & Ice Festival this year, the 5 Trees for the Season tree lighting ceremonies are taking place throughout the first week of December. The MedQuarter kicked off the festivities on December 1 at Pocket Park, and additional tree lighting events will take place in Kingston Village, NewBo, Czech Village and on Mays Island in downtown Cedar Rapids.

There will be an Instagram challenge associated with the tree lighting events, encouraging people to take photos near each tree throughout December and post them to Instagram using #FireIce15. A winner will be selected on Jan. 5 and will receive a gift basket including items from each of the districts.

“These five core districts are all experiencing so much progress,” said Doug Neumann, community development strategist at the Economic Alliance. “We want to encourage people who haven’t visited in a while to come see what’s new. Having an activity tied to ALL of the districts provides an opportunity for people to explore and enjoy the uniqueness of each district.”

