

Winter Warm Up Coming Soon to West Bend

Annual ice sculpture and winter event scheduled for January 17-19, 2025

Downtown West Bend, Wisconsin: The Downtown West Bend Association (DWBA) announces West Bend’s premier winter event – Winter Warm Up - will be returning January 17-19, 2025. This event is a partnership between DWBA, the City of West Bend, The Bend Theater, and downtown shops, bars and restaurants.

“We’re thrilled to bring Winter Warm Up back to West Bend again for 2025,” said DWBA Executive Director Noelle Braun, “Thank you to the many event sponsors who make this event possible. We can’t wait to welcome thousands of visitors to our beautiful downtown!”

Over 50 ice sculptures will be delivered to downtown West Bend on the morning of Friday, January 17. Event highlights include a live sculpture carving demonstration at 11 a.m. at Old Settlers Park on Saturday, January 18, the annual Lac Lawrann Conservancy Winter Luminary Walk, 2 miles from downtown, on Saturday from 5-7 p.m., and sled dogs from the nonprofit H2M2 available to take photos from 10 a.m. to 3 p.m. at Old Settlers Park on Sunday, January 19. The Bend Theater will be hosting free showings of *Ice Age* at 11 a.m. and 1 p.m. on Saturday, with showings of the sequel, *Ice Age: The Meltdown* at 11 a.m. and 1 p.m. on Sunday.

Downtown shops and restaurants are also getting in on the winter fun. The downtown Polar Express winter cocktail fundraiser extends through Winter Warm Up. Sixteen bars and restaurants are featuring a unique “Polar Express” drink, with \$2 from each drink being contributed to West Bend’s Full Shelf Food Pantry. West Bend’s specialty shops are also teaming up for 3 gift basket giveaways. Every person visiting a participating shop will get their name and phone number entered to win. Winners will be chosen shortly after the event.

Full event details can be found at downtownwestbend.com/west-bend-winter-warm-up.html. A map featuring the locations of all 2025 ice sculptures will be available in January.

Please contact Noelle Braun, DWBA Executive Director at ed@downtownwestbend.com or at (262) 338-3909 with event questions.

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About Downtown West Bend Association

Downtown West Bend Association (DWBA) is one of Wisconsin’s oldest downtown marketing organizations, founded in 1955. West Bend’s charming historic and thriving downtown is the cornerstone and center of the community. Maintaining and improving this economic and cultural West Bend asset, and driving visitor traffic to the downtown is the mission of DWBA. For more information, visit www.downtownwestbend.com