

Light Up the Night & Santa's Study Kick Off the Holiday

North Pole Magic In The Heart of Downtown Steamboat Springs

Steamboat Springs, Colorado-November 24, 2025-The most magical season of the year is returning to Steamboat Springs, bringing twinkling lights, warm cocoa, and the joyful anticipation that comes with the arrival of Santa Claus himself.

“Steamboat is slipping into its winter glow, and we’re inviting the community to come together and kick off the holidays with Main Street Steamboat this Friday,” said Executive Director Lisa Popovich. “Our new location in the heart of the city brings together fresh public art, community spirit, and the magic of the yuletide season.”

Light Up the Night – A Sparkling Start to the Holidays

The festivities begin the Friday after Thanksgiving as Main Street moves its beloved Light Up the Night celebration to its new winter home at Civic Plaza by City Hall (124 10th Street). From 6pm-6:30pm, families and friends can sip cocoa, enjoy a holiday cookie, and join in the spirited countdown as the community lights up the plaza for the first time.



Be sure to arrive on time - this is Steamboat’s quickest event of the year! In addition to the lighting moment, Santa will make a special appearance, and Steamboat Springs Fire Rescue will sprinkle the plaza with hundreds of ping-pong balls carrying local specials and surprises. Finding them is half the fun - especially when the snow and the balls are the same color, and the lights haven’t turned on yet! The Light of the Night event wraps up right at 6:30 PM, leaving plenty of time to continue the evening with dinner, downtown strolls or holiday shopping under the fresh glow of the holiday lights.

Santa’s Study — A Cozy Holiday Tradition

In December, children of all ages can step into a bit of North Pole magic when Santa welcomes guests to his study in Civic Plaza. Kris Kringle will be visiting each Saturday to share holiday cheer, hear wish lists, and enjoy a little Ski Town, USA hospitality before his big night. Study Hours are December 6 & 13 from 11am to 1pm and December 20 from 10am to 12pm. Stop by, say hello, and capture a moment of holiday wonder before Santa loads up his sleigh and begins his worldwide journey.

Celebrate with Main Street Steamboat

Mark your calendars, check your lists twice, and don’t miss any of the [joyful Main Street Steamboat holiday happenings, which can be found online](#). A heartfelt Thank You to Yampa Valley Electric Association (YVEA) and Yampa Valley Bank for sponsoring the event. YVEA donated the money to cover 90% of the expenses to light all the lights in the house. Yampa Valley Bank matched the donation, enabling Main Street to bring even more lights to the festive function.

-WeServeTheCity-

Contact

[Email Lisa Popovich](#), Main Street Steamboat Springs, or call 970-367-7060

[Email Emily Hines](#), Marketing & Communications Supervisor, or call 970-871-7031

[Email Michael Lane](#), Marketing & Communications Manager, or call 970-871-8220