



DOWNTOWN BIA EXPANDS WINTER WANDER – WINTERLUDE EDITION 2026

Ottawa, ON – January 13, 2026 – The Downtown Business Improvement Area (Downtown BIA) is proud to be an official partner of Winterlude 2026, running January 30 to February 16, 2026.

As the main Winterlude festival returns to its original roots at nearby Confederation Park, Downtown BIA is pleased to announce the expansion of its popular Winter Wander festivities, with a new Winterlude edition. This vibrant winter experience along historic Sparks Street continues the popular Winterlude tradition with DJs, ice sculptures, colourful interactive installations and family friendly programming.

“Sparks Street has always been a popular Winterlude destination, and the Downtown BIA is proud to continue this tradition,” said Kevin McHale, Executive Director, Downtown BIA. *“Through Winter Wander: Winterlude edition, the BIA is committed to creating a welcoming, engaging winter family experience that enhances the festival and supports the businesses that make downtown vibrant year-round.”*

With a goal to support local business, Downtown BIA is pleased to partner with Ottawa’s Optimal Show Experience (OSE) in the design and production of this unique interactive experience for locals and visitors alike.

Now in its 48th year, Winterlude welcomes more than 600,000 visitors annually to the downtown core, offering an opportunity to embrace the season. Winterlude and Winter Wander are the perfect experiences to celebrate the Canadian winter in an urban setting.

Learn more about Winter Wander: Winterlude Edition: www.hellodowntown.ca

About Downtown BIA

The Downtown BIA is a non-profit organization dedicated to enhancing the community, cultural and commercial prosperity of Ottawa's downtown core. Serving as the collective voice of the downtown business improvement area, the BIA works to support businesses, property owners, and partners. Its mandate is to steward economic and community development, destination development and member advocacy efforts. To learn more visit: www.hellodowntown.ca

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