

For Immediate Release: ChristmasVille Announces Organizational Structure Change and Welcomes New Executive Director

Rock Hill, SC, June 1, 2023 - ChristmasVille, the beloved annual holiday festival in Old Town (downtown) Rock Hill, is excited to announce a significant organizational structure change as it enters its 18th year. Thanks to the unwavering support and encouragement from the City of Rock Hill, Culture and Heritage Museums, and numerous community-minded businesses and volunteers, ChristmasVille has transitioned to operate more independently as a 501(c)(3) organization.

This milestone marks a new chapter in ChristmasVille's journey, allowing the festival to take greater ownership of its operations and strategic initiatives. As part of this evolution, ChristmasVille is thrilled to introduce Allison Cleveland as the incoming Executive Director.

Allison Cleveland brings a wealth of experience and a deep passion for community engagement to her role as the Executive Director of ChristmasVille. With a strong background in event management, strategic partnerships, and marketing, as well as a proven track record of driving successful initiatives, Allison is poised to lead ChristmasVille into a bright future.

"We are delighted to welcome Allison Cleveland as our new Executive Director," said Andrea Cooper, Board President of ChristmasVille. "Her expertise and vision align perfectly with our mission to create a magical and unforgettable holiday experience for our community. We are confident that Allison's leadership will propel ChristmasVille to new heights."

As ChristmasVille's Executive Director, Allison will oversee the planning, coordination, and execution of the festival, working closely with the City of Rock Hill, Visit York County, volunteers, and various stakeholders to ensure the continued success of this cherished festival. Her focus will be on enhancing the visitor experience, expanding community engagement, and fostering meaningful partnerships with local businesses and organizations.

"ChristmasVille has brought joy and holiday spirit to Rock Hill for nearly two decades, and I am excited to build upon the legacy of this magical festival as Executive Director," said Allison Cleveland. "Together, with our dedicated team and the support of our partners, we will honor past traditions while adapting to our ever-changing landscape of Old Town with new and exciting events that lend to spectacular, memory-making moments."

Since its inception in 2006, ChristmasVille has captured the hearts of residents and visitors alike, enchanting them with a whimsical celebration of the art of Rock Hill's adopted son, Vernon Grant. The festival's founding mission was to establish an annual holiday extravaganza in downtown Rock Hill, becoming a regional tourism destination while paying homage to Grant's iconic illustrations of gnomes and Santas. The inaugural festival marked the start of a beloved tradition that blended art, community spirit, and holiday cheer. ChristmasVille is indebted to the City of Rock Hill for providing the resources and support

that led to remarkable achievements including numerous recognitions as both South Carolina and North Carolina's Event of the Year, as well as the Southeast Festivals & Event Association's Best Festival.

The mission of ChristmasVille remains steadfast in its dedication to driving traffic into Old Town to support local businesses and provide a platform for local nonprofit organizations. The festival serves as a catalyst for economic growth and community engagement, fostering a vibrant and festive atmosphere that celebrates the holiday season.

ChristmasVille extends its most sincere gratitude to the [City of Rock Hill, SC](#), the [Culture & Heritage Museums](#), [Arts Council of York County](#), [Visit York County, SC](#), and all the businesses and volunteers who have supported the festival over the years. Their commitment and generosity have been instrumental in the growth and success of ChristmasVille, and the organization looks forward to continuing these valuable partnerships.

For more information about ChristmasVille, its upcoming events, and ways to get involved, please visit www.ChristmasVilleRockHill.com.

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About ChristmasVille:

ChristmasVille is an annual holiday festival held in Rock Hill, South Carolina, that celebrates the joy and magic of the holiday season. The festival features a variety of activities, including live performances, art exhibitions, holiday markets, and festive decorations throughout the city. Now operating as an independent 501(c)(3) organization, ChristmasVille remains committed to creating an enchanting experience for the community and visitors alike.

