



**FOR IMMEDIATE RELEASE**

**TOWN OF WETHERSFIELD**

**December 8, 2025**

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## **Wethersfield Prepares to Light Up with the Winter Lights Contest**

**Inviting Businesses & Residents to Brighten Up Our Community!**

**WETHERSFIELD, CT** – The Town of Wethersfield is re-launching the annual Winter Lights Contest in an effort to brighten up Wethersfield during the darker winter months. Specifically, the contest invites property owners in and near commercial zones to display lights from January 12th to February 28th, 2026. (This is a general lighting contest / not specifically a holiday-themed lighting contest.) Businesses and homeowners located in and near commercial districts are invited to brighten up their part of Wethersfield for this community event.

This event is sponsored by the Economic Development & Improvement Commission (EDIC), which is encouraging businesses to participate in the Wethersfield Winter Lights Contest. The Town will use the contest to encourage visitors to shop/dine/

engage with our local businesses throughout the winter. So, pull out the lights, get creative and together let's make the winter a little brighter in Wethersfield!

A total of \$2,000 in cash prizes will be awarded to participants in the following categories: "Winter Wonderland", "Classic Wethersfield" and "Fun and Creative". Prizes will be matched with a contribution to a Wethersfield charity!

*"Winter Wonderland" - \$500 Award and \$500 to a Local Charity; "Classic Wethersfield" - \$250 Award and \$250 to a Local Charity; "Fun & Creative" - \$250 Award and \$250 to Local Charity.*

The Local Charity must be a 501c3 Organization, however the Wethersfield Food Bank also qualifies.

Entry Forms must be completed by January 7<sup>th</sup> to be a participant who will be reviewed by the judges. There is no fee for entry. Entry forms are located at [www.thegreatelm.com](http://www.thegreatelm.com) or by calling the Wethersfield Economic Development Department at 860-721-2839. A minimum of 10 participating businesses are required to move forward with the program.

All lights must be on from 6:00 PM to 9:00 PM minimum from January 12, 2026 through January 23, 2026 for judging purposes. Winners will be announced on January 30<sup>th</sup>. Light displays are encouraged to stay on through February 28<sup>th</sup>.

Judging of the event will be conducted by the Wethersfield Academy of the Arts, the Economic Development and Improvement Commission and the Economic and Community Development Department. Winners will be selected based on originality, aesthetics and overall "WOW!" factor.

Lighting must not be accompanied by any music or sound or otherwise disturb, endanger or pose a nuisance to the neighboring properties, road traffic or patrons.

By submitting an entry form, entrants authorize the Town of Wethersfield and its subsidiaries to publish photos/video of property/business to web sites and social media associated with the Town. Entrants also authorize the Town of Wethersfield to publicize addresses for individuals to view the displays.

For questions, please contact [economicdevelopment@wethersfieldct.gov](mailto:economicdevelopment@wethersfieldct.gov) or call Curt Balzano Leng, Economic Development Director at 860-721-2839.

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