



**FOR IMMEDIATE RELEASE**

**January 26, 2022**

**SALEM'S SO SWEET CHOCOLATE & ICE SCULPTURE FESTIVAL**  
**RETURNS TO WELCOME VALENTINE'S DAY**

*Salem's Annual Valentine Celebration and Festival Kicks off on Friday, February 11 with Games, Prizes, Ice Sculptures, and (of course) Chocolate*



SALEM, Mass. — Salem once again shows it knows how to make a fun event out of Valentine's Day shopping. Now in its 20th year, [Salem's So Sweet Chocolate & Ice Sculpture Festival](#) is a city-wide celebration of delectable chocolate, sparkling and lit ice sculptures, and Valentine's Day shopping.

New this year, visitors can play the "Chocolate Hearts Challenge" game on the Destination Salem app to earn points and win prizes. In addition, many of Salem's finest restaurants and retailers will be offering their own chocolate and love-inspired specials and events. Salem's So Sweet Chocolate & Ice Sculpture Festival is organized by Salem Main Streets and the Salem Chamber of Commerce.

"Each year we add some different elements to the Festival. This year we have made this an interactive event with the new mobile app game," said Kylie Sullivan, Executive Director of Salem Main Streets. "Somehow, when prizes are involved, everything tastes a little sweeter."

## **Special Events During Salem's So Sweet:**

### **Ice Sculptures Installation begins Friday, February 11**

Approximately 30 sparkling ice sculptures will be installed around the downtown area of Salem for the festival weekend. New this year will be live-sculpting by Ice Effects on the Essex Street Pedestrian Mall on Saturday afternoon and all sculptures will be installed by midday on Saturday.

### **Ice Sculpture Illumination**

#### **Friday, February 11 and Saturday, February 12**

Also new this year are TWO nights of sculpture illuminations! A special sneak peek with a limited number of sculptures will be illuminated on Friday night on the Essex Street Pedestrian Mall and Lappin Park, and on Saturday night all of the sculptures will be lit.



### **Chocolate Hearts Challenge**

#### **Saturday, February 12 and Sunday, February 13**

The "Chocolate Hearts Challenge" is a points-driven game where customers can scan a unique QR code posted near a business point of sale to be entered for a special prize package. A purchase by the customer is not required but is highly encouraged. The game will be managed by the Destination Salem mobile [app](#).

“It is exciting that we can leverage the Destination Salem mobile app to encourage people to explore our downtown businesses while they see the ice sculptures and enjoy Salem’s So Sweet,” said Kate Fox, Executive Director of Destination Salem. “This is the first of several games and challenges that will be added to the app during 2022.”

Up-to-date information of the event can be found through the [event website](#). Additional information on shopping, dining, and accommodations for Valentine’s Day can be found on the [Destination Salem](#) website.

Per the Salem Board of Health, Effective January 15, 2022, proof of vaccine will be required for individuals age 12 and older to enter restaurants, museums, attractions, indoor entertainment venues, and fitness centers. Additional information can be found at this [page](#) on Destination Salem’s website.

### **About Salem, Massachusetts**

Salem is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween.

### **About Destination Salem**

As the destination marketing organization for the City of Salem, Destination Salem cooperatively markets Salem as one of Massachusetts' best destinations for families, couples, domestic, and international travelers who are seeking an authentic New England experience, cultural enrichment, American history, fine dining, unique shopping and fun. For more information, visit [Salem.org](http://Salem.org).

### **About Salem Main Streets**

Salem Main Streets' mission is the continued revitalization of downtown Salem as a vibrant, year-round, retail, dining and cultural destination through business retention, recruitment, and promotion of the downtown district.

### **Salem Chamber of Commerce**

The Salem Chamber serves as the voice for member businesses, representing, advocating and working to enhance the business and civic environment. With 525 members, we are the largest business organization in Salem.

**Ice Sculpture Image:** Photo credit: John Andrews / Creative Collective

*High-resolution images and interviews available upon request.*

### **Media Contacts:**

Kristen Levesque, [kristen@kristenlevesquepr.com](mailto:kristen@kristenlevesquepr.com)

Mary Keith, [mmkeithma@gmail.com](mailto:mmkeithma@gmail.com)

###