



**FOR IMMEDIATE RELEASE**  
**January 30, 2023**



## **Salem's So Sweet Chocolate & Ice Sculpture Festival** **to Warm Hearts on Valentine's Day Weekend**

*Salem's Decadent Tradition of Delectable Chocolate, Sparkling  
Ice Sculptures, and Valentine's Day shopping*



SALEM, Mass.— From February 10 through 12, Salem will host the 21st annual [Salem's So Sweet Chocolate & Ice Sculpture Festival](#), a city-wide celebration of Valentine's Day that includes special restaurant menus, delectable chocolate, sparkling ice sculptures, and Valentine's Day shopping. During the three-day festival, local businesses including retail shops, restaurants, and candy merchants all participate in a weekend filled with games, prizes, and special tastings. Salem's So Sweet Chocolate & Ice Sculpture Festival is organized by Salem Main Streets and the Salem Chamber of Commerce.

"This has increasingly become a destination event, but it is also such an important event for locals," said Kylie Sullivan, Executive Director of Salem Main Streets. "Residents truly love this mid-winter opportunity to see their neighbors and celebrate our small local businesses, and I think that genuine excitement shines through to visitors."

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



### **Ice Sculpture Installation** **Begins Friday, February 10**

More than 25 ice sculptures will be installed around the downtown area during the three-day festival. 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 only, and on Saturday night all of the sculptures will be lit.

### **Kickoff Party (New this year)**

#### **Friday, February 10, First slot begins at 4:50 p.m.**

At this new kickoff event fundraiser, participants will start at the Peabody Essex Museum's Connect Space (135 Essex Street) with timed entries beginning at 4:50 p.m., where they will receive a commemorative glass, a complimentary pour of wine, and a goodie bag of sweet treats before heading out to explore. There will be multiple shops nearby providing wine tastings for ticket holders, and participants can enjoy the illuminated ice sculptures and live music on the Essex Street Pedestrian Mall. Additional downtown retailers will be staying open until 8 p.m. for shopping, treats, and tastings. Many downtown restaurants will be running unique specials and tastings as well.

Tickets are \$40 and must be purchased for one of three different timed sessions (4:50 p.m. to 5:30 p.m., 5:30 p.m. to 6:10 p.m., 6:10 p.m. to 6:50 p.m.) where ticket holders will be able to check in, receive their wine glass, pour of wine, and goodie bag. Ticket buyers may arrive any time during their selected window. Tickets are available [here](#).

### **Ice Sculpture Illumination**

#### **Friday, February 10 and Saturday, February 11 from 5 p.m. to 9 p.m.**

Sculptures will be illuminated by local company Retonica both nights, weather permitting. As a special feature this year, traveling installation Brighter Ignited by Tova Speter will be on display during the illumination, presented by the Jewish Arts Collaborative and sponsored by Creative Collective.



### **Chocolate Hearts Challenge**

**Saturday, February 11 and Sunday, February 12**

The Chocolate Hearts Challenge is a digital game where customers can snap pictures of special Salem's So Sweet signage at participating businesses to be entered for special prizes. A purchase by the customer is not required but is highly encouraged.

"Salem knows how to make Valentine's Day special for everyone," said Kate Fox, Executive Director of Destination Salem. "Shopping, tastings, and this year an interactive lighting experience, this is the right way to spend a weekend in the winter."

Up-to-date information about the event can be found on the event [website](#). Additional information on shopping, dining, and accommodations for Valentine's Day can be found on the Destination Salem website, [www.Salem.org](http://www.Salem.org). Join the conversation about Salem's So Sweet by tagging #SalemSoSweet #SalemMa @destsalem.

**Salem's So Sweet** is made possible by support from local businesses Blackcraft, Peabody Essex Museum, the Anti-Valentine's Tour by Salem Night Tours, Witch City Walking Tours, Gourmet Caterers, Marblehead Bank, Nocturne, Re-find, and Seagrass, in part by a grant through the City of Salem and U.S. Economic Development Administration, and is supported by tourism dollars through Destination Salem.

### **About Salem, Massachusetts**

Salem is a destination recognized worldwide for its rich history, including 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. Approximately 1.8 million people visit Salem annually, generating nearly \$140 million in tourism spending and supporting 1,000 jobs.

### **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, and 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. [www.salemmainstreets.org](http://www.salemmainstreets.org)

### **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. [www.salem-chamber.org](http://www.salem-chamber.org)

### **Image credits:**

- 1) Salem's So Sweet ice sculptures, Photo by Creative Collective.
- 2) Salem's So Sweet ice sculptures, Photo by John Andrews.
- 3) Sweets from Salem's So Sweet Wine and Chocolate Event, Courtesy of Salem Main Streets.

*High-resolution images are available [here](#).*

### **Media Contacts:**

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

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