

FOR IMMEDIATE RELEASE

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SKOW-Whoville Returns to Downtown Skowhegan for a Weekend of Grinch-Themed Holiday Fun Presented by Main Street Skowhegan | Lead Sponsor: Maine Roof Solutions

Skowhegan, Maine — Main Street Skowhegan is excited to announce the return of SKOW-Whoville, a beloved Grinch-themed holiday celebration that transforms downtown Skowhegan into a festive wonderland for families, visitors, and holiday enthusiasts of all ages. The two-day celebration kicks off Friday night with the annual SKOW-Whoville Parade. This year, over 50 floats have registered. The parade begins at 6:30pm at Madison Avenue and continues down Water Street—ending on Court Street.

On Saturday, Water Street will come alive with holiday spirit, packed with family-friendly activities and entertainment. Attendees can enjoy face painting, horse-drawn sleigh rides, cookie decorating, crafts, wreath-making, and of course, photo opportunities with the Grinch himself—along with many other surprises throughout the day.

"The energy and excitement SKOW-Whoville brings to downtown each year is something truly special," said Main Street Skowhegan president & CEO Kristina Cannon. "This event showcases the creativity, generosity, and community spirit that make Skowhegan such a wonderful place to live and visit."

The complete schedule of events is available online at www.Skow-Whoville.org.

Main Street Skowhegan extends its heartfelt thanks to all business partners, volunteers, and local organizations whose contributions make this celebration possible. A special acknowledgment goes to Maine Roof Solutions, the Lead Sponsor of SKOW-Whoville 2025, whose support helps bring this magical weekend to life.

For more information, visit www.Skow-Whoville.org or follow Main Street Skowhegan on social media for updates.

ABOUT MAIN STREET SKOWHEGAN

Main Street Skowhegan (MSS) is a 501(c)(3) nonprofit dedicated to revitalizing downtown Skowhegan while fostering long-term economic growth for the region. MSS leads programs and initiatives that strengthen entrepreneurship, workforce development, outdoor recreation, and community engagement. By supporting innovation and small business growth, Main Street Skowhegan works to build a thriving rural economy in central Maine.