



## **Chestnut Hill on Ice**

### **Social Media Toolkit for Cross-Promotion**

**Description:** During [Chestnut Hill on Ice](#), January 29-30, Chestnut Hill will be transformed into a winter wonderland.

Chestnut Hill on Ice is an annual favorite that this year will comply with all COVID-19 safety guidelines to ensure the safety of the public.

The two-day event boasts unique ice-themed attractions and cozy comforts that showcase the beauty of the historic business district in the winter — from an iceless ice skating rink and warming stations to a yurt village and live ice sculpting demonstrations from renowned ice sculptor Peter Slavin of Ice Sculpture Philly.



Get a taste of Chestnut Hill as local restaurants engage in a friendly competition to see how can cook up the most delicious chili; enjoy live music from cover band Chorduroy Acoustic; stock up on Stateside Vodka, which will offer bottles sales at their mobile bar; and get a glimpse of Snow Queen and Ice Princess, and more!

Chestnut Hill on Ice will take place along Germantown Avenue between Rex Avenue and Willow Grove Avenue on **Friday, January 29, from 5 to 9 p.m., and Saturday, January 30, from noon to 6 p.m.**

**Website:** <https://chestnuthillpa.com/events/chestnuthillonice/>

**Facebook:** @ChestnutHill.Pa

**Twitter:** @ChestnutHillPA

**Instagram:** @chestnuthill\_pa

**Hashtags:** #ChestnutHillOnIce #KeepItOnTheHill #ChestnutHillPA

To download the social media graphic and images, click [HERE](#).

To download the fact sheet, click [HERE](#).

*Suggested Social Media Posts on the next page*

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## Sample Social Media Posts

**Note:** Please tag Chestnut Hill social media handles and relevant hashtags whenever possible (see above).

### FACEBOOK/INSTAGRAM

Chestnut Hill will be transformed into a winter wonderland January 29-30 during Chestnut Hill on Ice, which boasts unique ice-themed attractions and cozy comforts like live ice carving demonstrations by Peter Slavin and Ice Sculpture Philly and a yurt village, and more!

The beloved festival returns this year, reimagined with new COVID-19 safety measures and precautions.

For COVID-19 safety guidelines and regulations, hours, locations, and other activities, visit <https://chestnuthillpa.com/events/chestnuthillonice/> #ChestnutHillPA

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Chestnut Hill becomes a frosty, wintery wonderland during #ChestnutHillonIce, January 29-30! Safely visit for unique ice-themed attractions and cozy comforts like an iceless ice skating rink, warming stations, a roaring ice bonfire, and ice sculptures on the Avenue!

Chestnut Hill on Ice this year will follow COVID-19 protocols and guidelines to ensure the safety of the public.

For COVID-19 safety guidelines and regulations, hours, locations, and other activities, visit <https://chestnuthillpa.com/events/chestnuthillonice/> #ChestnutHillPA

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#ChestnutHillonIce returns January 29-30! Beat the winter blues in Chestnut Hill for an elevated winter experience, reimagined with new COVID-19 safety measures and precautions.

Get a taste of Chestnut Hill with chili specials as neighborhood restaurants engage in a friendly competition to see who can cook up the most delicious chili; enjoy cover band Chorduroy Acoustic Duo as they perform live; stock up on Stateside Vodka at their mobile bar; and get a glimpse of Snow Queen and her friend Ice Princess, and so much more!

For COVID-19 safety guidelines and regulations, hours, locations, and other activities, visit <https://chestnuthillpa.com/events/chestnuthillonice/> #ChestnutHillPA

**TWITTER**

.@ChestnutHillPA on Ice returns Jan. 29-30 with ice-themed attractions & cozy comforts, remained with COVID-19 safety guidelines!  
Visit for an iceless ice skating rink, live ice sculpting demonstrations, an ice bonfire & more

More info: <https://chestnuthillpa.com/events/chestnuthillonice/> #ChestnutHillPA