

BLOWING ROCK, N.C. — The 20th edition of WinterFest heats up the High Country town from Thursday, January 25 through Sunday, January 28. Daily events include WinterFeast (with a dessert after party) on Thursday; the WinterFashion show at lunchtime on Friday; the Polar Plunge, Chili Challenge, Wine Tasting and Auction, ice carving demonstrations, and kids' activities on Saturday; the Sunday WinterPaws dog show and brunches...and added this year, ice skating in the park.

"For 20 years WinterFest has celebrated winter in the High Country with events that have become traditions for many families," said Loni Miller of the Blowing Rock Chamber of Commerce. For a full and expandable schedule of events, as well as lodging packages, go to blowingrockwinterfest.com.

Blowing Rock is accessible from anywhere in the region, less than two hours from Charlotte and Greensboro, three hours from Knoxville and Raleigh and five hours from Atlanta and Charleston. A wide range of accommodations is available; visit blowingrock.com/accommodations for details.

WinterFest, which has been named a AAA "Top Pick" and a Top 20 Event by Southeastern Tourism Society, is organized by the Blowing Rock Chamber of Commerce and presented by Hendrick Northlake Luxury Auto Mall.

For more information or ticket purchases, visit blowingrockwinterfest.com or call 877.295.7801.

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<https://media.visitnc.com/WinterFest-Turns-20-Turns-On-the-Cold-Weather-Hospitality>