
DELTA DENTAL
Downtown Roanoke
Dickens of a CHRISTMAS
December 4, 11, & 18
OPEN
HOT DOG KING
Sponsors
DELTA DENTAL
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Radford University Carilion
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YOUR HOMETOWN STATION
THE ROANOKE TIMES
Kroger

DELTA DENTAL

Dickens of a CHRISTMAS

Friday, December 4th

6:00-10:00 pm



RADFORD UNIVERSITY CARILION STAGE (SALEM AVE & WALL ST)

5:30pm - Raleigh Court Presbyterian Youth Choir
6:15pm - The City of Roanoke Christmas Tree Lighting Ceremony
6:30pm - Zoukumi Roanoke
7:15pm - Mountain Movers Creative Arts
8:00pm - William Byrd High School Choir

CAMPBELL AVE & MARKET ST (NEXT TO CITY MARKET BUILDING)

6:00- 9:00pm- Kids Zone

MARKET SQUARE

7:00 - 9:00pm- Photos with Santa



CAMPBELL AVE & MARKET ST

6:00- 10:00pm- Carriage Rides
6:00- 10:00pm- Holiday Vendors
6:30- 10:00pm- St. Nicholas
7:00- 10:00pm- Carolers of Christmas Past
7:00- 9:00pm- Mark Fuller, Magician
7:00- 9:00pm- David "Bear" Stuart, Juggler

COMMUNITY STAGE (MARKET ST & CHURCH AVE)

7:00pm- Salsa Noke
8:00pm- Roanoke Valley Choral Society
9:00pm- The AlliKats

115 CAMPBELLAVE

6:00- 10:00pm- Chestnut Roasting

CITY MARKET BUILDING

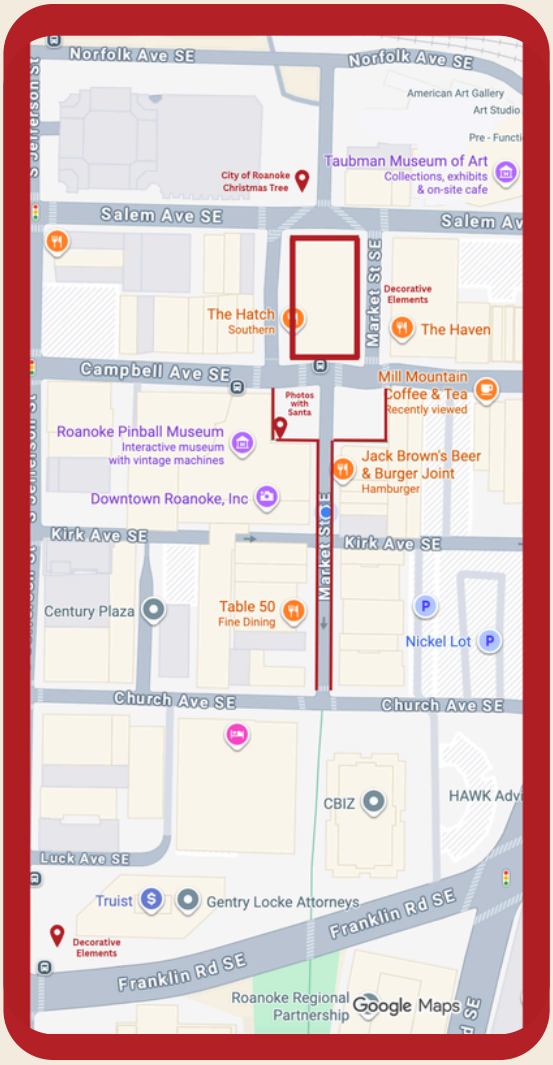
6:00- 9:00pm- Santa's Workshop

TAUBMAN MUSEUM OF ART (SALEM AVE)

6:00- 9:00pm- Holiday Crafts and Activities



Celebrate the start of the holiday season at the **City of Roanoke Christmas Tree Lighting** on **December 4**. Tune in live on WDBJ7 or join us downtown for festivities beginning at 5:30 p.m. on the Radford University Carilion Stage, with the tree lighting at 6:20 p.m. behind the City Market Building.



Make plans to stroll downtown and enjoy festive lighting displays along Market Street and Jefferson Street, creating plenty of holiday photo opportunities and seasonal cheer.

12.4.2026



WISHING YOU & YOURS

a wonderful HOLIDAY *season*

FROM

DELTA DENTAL®

Dickens of a Christmas Highlights



Kid's Zone

December 4, 11 and 18
6:00- 9:00pm

The Kids Zone features inflatable obstacle courses, bounce houses, basketball hoops, and interactive games, giving children plenty of opportunities to jump, play, and burn off holiday excitement.

Seasonal Holiday Vendors

Market Street/Market Square

December 4, 11 and 18
6:00- 10:00pm

Stroll through the Historic Roanoke City Market to shop from a diverse array of holiday vendors. Expect to see wreaths, ornaments, jewelry, arts and crafts, and so much more!

Family Photos with Santa

Market Square
Sponsored by Park Roanoke

December 4 from 7:00-9:00 pm,
December 11 from 8:30-10:00 pm
December 18 from 7:00-9:00 pm,

As a professional photographer, Patrick Perkins has the special ability to connect with his clients. Patrick is offering free photo sessions with Santa at Delta Dental Dickens of a Christmas. Sponsored by Park Roanoke.

Holiday Crafts and Activities

Taubman Museum of Art

December 4. 11. and 18
6:00 – 9:00pm

Holiday Late Nights offer festive after-hours fun during Dickens of a Christmas, featuring live music, holiday trivia, family art activities, gallery access, and a special holiday murder mystery experience across three themed evenings in December

Santa's Workshop

City Market Building

December 4, 11, and 18
6:00- 9:00pm

The true spirit of Christmas begins right here in the heart of downtown, where children and their families can make a Christmas craft and write a special letter to Santa.

Chesnut Roasting

Campbell Avenue

December 4 and 11
6:00- 10:00pm

Experience the rich aroma and taste of freshly roasted chestnuts prepared by Tim Miller. Whether it's your first time trying chestnuts or a beloved seasonal favorite, this delicious snack is the perfect way to enhance your evening stroll.

Carriage Rides

Campbell Avenue

December 4 and 18
6:00 – 10:00pm

Tickets will be available for purchase each night of Delta Dental Dickens of a Christmas at the ticket booth located near the carriage stop on Campbell Avenue. Carriage rides are $5. Children under 3 years of age ride free. Ticket sales end at 9:30pm each night. Cash and Credit Cards accepted.

S'mores Station

Salem Avenue

December 18
6:00- 9:00 pm (while supplies last)

Indulge in the delightful flavors of winter at the S'mores Station. Head to Salem Avenue behind the City Market Building for FREE pre-made kits!

The Elf on the Shelf® Adventure

Sponsored by Gentry Locke

November 25, 2026 – January 4, 2027

Come on a fun scavenger hunt in Downtown Roanoke to find all the Scout Elves! Pick up an Elf on the Shelf Passport at any of the participating Scout Elf locations! Collect stamps for your passport at all the participating locations and once you have all the stamps (meaning you've found all the Scout Elves), return your passport in the drop box located in the official Elf Adoption Center- Mast General Store (401 S Jefferson Street) and you'll be entered to win $1,000. The winner will be notified on January 6th!

DELTA DENTAL®

Dickens of a CHRISTMAS

Friday, December 11th

6:00-10:00 pm



JEFFERSON ST & ELM AVE

6:30- The City of Roanoke Christmas Parade

CAMPBELL AVE & MARKET ST (NEXT TO CITY MARKET BUILDING)

6:00- 9:00pm- Kids Zone

MARKET SQUARE

8:30-10:00pm- Photos with Santa

CAMPBELL AVE & MARKET ST

6:00- 10:00 pm- Holiday Vendors
7:00- 9:00pm- Mark Fuller, Magician
7:30- 9:30pm- Kate Guntermann, Fire Eater
7:30- 9:30pm- Dash Rippington, Sword Swallower
7:00- 9:00pm- David "Bear" Stuart, Juggler

COMMUNITY STAGE (MARKET ST & CHURCH AVE)

7:00pm – Southernettes Baton Corps
8:00pm – Art In Motion Dance Center
9:00pm – Hale's Music School

115 CAMPBELL AVE

6:00- 10:00pm- Chestnut Roasting

CITY MARKET BUILDING

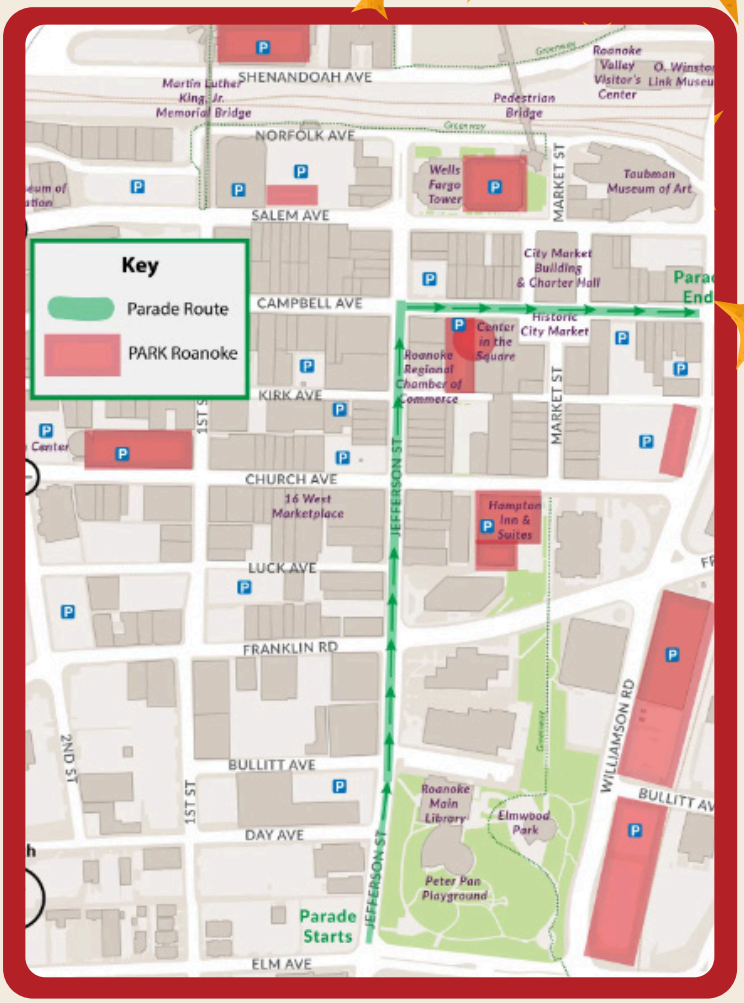
6:00- 9:00pm- Santa's Workshop

TAUBMAN MUSEUM OF ART (SALEM AVE)

6:00- 9:00pm- Holiday Crafts and Activities



Gather along the **City of Roanoke Christmas Parade** route and experience the magic of the season as strolling carolers, marching bands, jugglers, and community groups fill Downtown Roanoke with holiday cheer on December 11. The parade begins at Elmwood Park at the corner of Elm Avenue and Jefferson Street, travels north on Jefferson Street to Campbell Avenue, and continues east to Williamson Road. Can't join us in person? Tune in to **WZBJ24** for a live broadcast of the parade!



12.11.2026



HAPPY

holidays!



Downtown Roanoke Ambassadors

Holiday Events

NOV 26-JAN 1

HOTEL ROANOKE

FASHION FOR EVERGREENS

Experience one of Roanoke's favorite holiday traditions, Fashions for Evergreens, featuring uniquely decorated Christmas trees displayed throughout the Hotel Roanoke & Conference Center during the holiday season.

DEC 5-6

VIRGINIA MUSEUM OF TRANSPORTATION

CANDY CANE CELEBRATION

Join the festive fun at the Virginia Museum of Transportation's Candy Cane Celebration on December 5-6, featuring a vendor marketplace, food trucks, live entertainment, family activities, and visits with Santa.

DEC 7

JEFFERSON CENTER

A CHRISTMAS CELEBRATION LIVE!

Experience the magic of the season as Grammy-nominated pianist Jim Brickman presents A Christmas Celebration, a beloved holiday tradition filled with festive music and unforgettable memories.

DEC 10
DEC 17

THE EXCHANGE

HOLIDAY POP UPS

The holidays are getting festive at The Exchange! Join us for two 'Holiday Pop-Ups at The Exchange' filled with larger-than-life decorations, great music, dancing, drinks, and plenty of holiday cheer!

DEC 11

PARKWAY BREWING ROANOKE

CHRISTMAS CAROL SING-A-LONG

Sing along to your favorite Christmas carols with Ben Trout while enjoying boozy hot chocolate and cider.

DEC 16

JEFFERSON CENTER

FROSTY THE MUSICAL ADVENTURE

Enjoy a heartwarming holiday adventure as the bring Frosty: A Musical Adventure. This family-friendly production follows Frosty and his friends on a magical winter journey filled with music, laughter, and seasonal fun.

DELTA DENTAL

Dickens of a CHRISTMAS

Friday, December 18th

6:00-10:00 pm



RADFORD UNIVERSITY CARILION STAGE (SALEM AVE & WALL AVE)

6:30pm - Roanoke Valley SPCA Pet Costume Contest
8:00pm- Brass for the Holidays

COMMUNITY STAGE (MARKET ST & CHURCH AVE)

6:00pm – Floyd Ward School of Dance
7:00pm – Compass Academy Dance Team
8:00pm – Virginia Blend Chorus
9:00pm – Dueling Pianos

CAMPBELL AVE & MARKET ST (NEXT TO CITY MARKET BUILDING)

6:00- 9:00pm- Kids Zone

CITY MARKET BUILDING

6:00- 9:00pm- Santa's Workshop

MARKET SQUARE

7:00 - 9:00pm- Photos with Santa

TAUBMAN MUSEUM OF ART (SALEM AVE)

6:00- 9:00pm- Holiday Crafts and Activities

CAMPBELL AVE & MARKET ST

6:00- 10:00pm- Holiday Vendors
6:00- 7:00pm- Strolling St. Nicholas
9:00- 10:00 pm- Strolling St. Nicholas
6:00- 10:00pm- Carriage Rides
7:00- 9:00pm- Mark Fuller, Magician
7:00-9:00 pm- David "Bear" Stuart, Juggler

MARKET STREET

6:00- 9:00pm- Victorian Holiday Circus

SALEM AVE

6:00-10:00 pm- S'mores Station

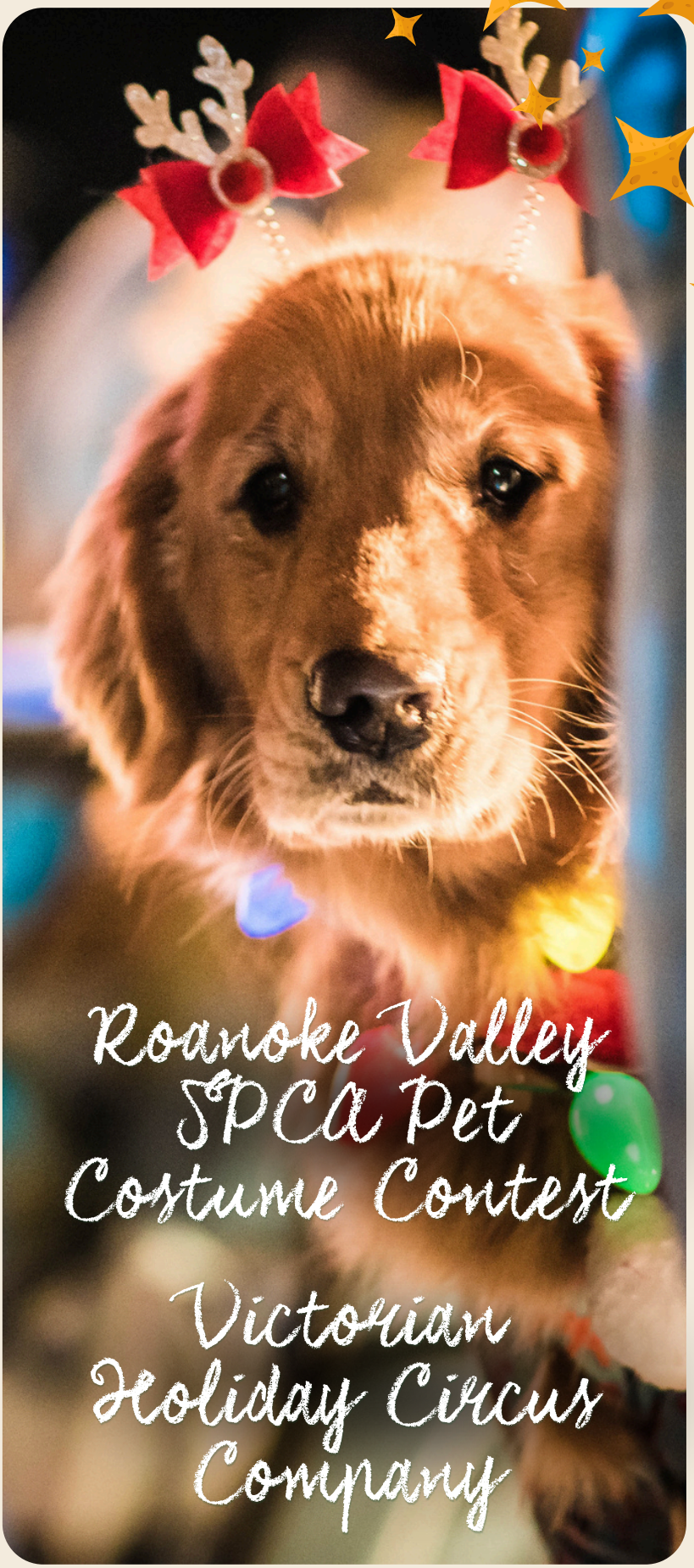
MADE POSSIBLE BY

Kroger sam's club

The **Roanoke Valley SPCA Pet Costume Contest** returns on December 18, bringing plenty of holiday cheer to Salem Avenue at the Plaza behind the Market Building. Pet owners can register beginning at 5:30 p.m., with the contest starting at 6:30 p.m. ***Categories include Best Holiday Theme, Crowd Favorite, Most Creative, Funniest Costume, and Delta Dental's Best Smile.*** While you're there, enjoy free s'mores from 6:00 to 10:00 p.m., while supplies last!

New this year, the **Victorian Holiday Circus Company** will delight guests with roaming entertainment throughout the evening from 6:00 to 9:00 p.m. Featuring Victorian-era performers, comedy acts, a daring tightwire walker, skilled unicyclist, and captivating aerialist performances, this unique addition is sure to bring extra magic and wonder to Downtown Roanoke's holiday festivities!

12.18.2026



The Elf on The Shelf® Adventure

For the seventh year, Santa's Scout Elves have hidden throughout Downtown Roanoke! Pick up a Passport at any participating location and search for all the Scout Elves hiding in downtown businesses.
Collect a stamp at each stop, then return your completed Passport to Mast General Store by 6 PM on January 4 for a chance to win **$1,000!** Thanks to **Gentry Locke Attorneys** for sponsoring this event.



MORE TIME TO SHOP & DINE

The following businesses are open until 10:00 pm. unless otherwise noted. Subject to change.

7 STARS LOUNGE 420 CHURCH AVE SW

202 SOCIAL HOUSE 202 MARKET ST SE

310 ROSEMONT 312 MARKET ST SE

1882 AT THE PINE ROOM
110 SHENANDOAH AVE NE

ATHELING MEADWORKS
123 CAMPBELL AVE SE

ABC STORE 121 CAMPBELL AVE SE 9 pm

ALEJANDRO'S MEXICAN GRILL
127 CAMPBELL AVE SE

ALEXANDER'S 105 JEFFERSON ST

ARTSY JUNE 209 MARKET ST

A NEW LEAF 8 pm
131 CAMPBELL AVE SW

AZAR JEWELRY 108 WALL ST SE

BENNY MARCONI'S
120 CAMPBELL AVE SE

BERNARD'S GASTROPUB AND EATERY 303 S JEFFERSON ST

THE BIBLIOPUB 416 CAMPBELL AVE SW 9 pm

BIG LICK BREWING COMPANY
409 SALEM AVENUE SW

BILLY'S 102 MARKET ST SE

BISON HEAD CIGAR LOUNGE
20 CAMPBELL AVE SE

BURGER TIME 32 MARKET SQUARE SE

BLUE RIDGE BODEGA
108 MARKET STREET

THE CANDY STORE
1 MARKET SQUARE SE

CARIBBICA SOUL
215 MARKET STREET SE

CEDARS LEBANESE RESTAURANT
112 CAMPBELL AVE SE 9:30 pm

CELLO COFFEE HOUSE & CAFE
118 CAMPBELL AVE SE

CHICO'S SUBS 32 MARKET SQ

CHOCOLATEPAPER 308 MARKET ST SE

CORNED BEEF & COMPANY
107 JEFFERSON ST

DOROTHY AND FRANK'S
21 CHURCH ST SW

DAVIDSON'S 412 S. JEFFERSON

ERNIE'S 107 MARKET SQ SE

FORK IN THE MARKET
32 MARKET SQ SE

FORTUNATO 104 KIRK AVE SW

FRANKIE ROWLAND'S STEAKHOUSE 104 JEFFERSON ST

FRENCH FARMHOUSE
9 CHURCH AVE SE

THE FRONT ROW 356 SALEM AVE SW

GOLDEN CACTUS BREWING
214 5TH STREET SW

GYPSYPALOOZA 212 MARKET ST SE

THE HATCH 32 MARKET SQUARE

THE HAVEN 108 CAMPBELL AVE SE

HIBACHI GUYS 106 WALL ST SE

HOTEL ROANOKE & CONFERNCE CENTER
110 SHENANDOAH AVE SE

INKA GRILL 611 S. JEFFERSON ST.

JACK BROWN'S BEER AND BURGER JOINT 201B MARKETST SE

JAYBIRD TAVERN 120 LUCK AVE SW

JIMMY JOHN'S 18 CAMPBELL AVE SE

KIRK AND SOUL 312 2ND ST SW 8 pm

LADEDA 102 CHURCH AVE 9 pm

LAUGHING BULL 32 MARKET SQ

LADLES AND LINENS 302 MARKET ST

LEFT OF CENTER ART SPACE
24 CAMPBELL AVE SW
Open on 12/4 until 8:30 pm

LEW'S RESTAURANT 11 WALNUT AVE

THE LITTLE GALLERY
301 MARKET ST SE

LUCKY 18 KIRK AVE SW

MACADO'S 120 CHURCH SW

MARTIN'S 413 1ST ST SW

MAST GENERAL STORE
401 S. JEFFERSON ST

MOUNTAIN STAR HERBAL
114 CHURCH ST SW 8:30 PM

MOE'S SOUTHWEST GRILL
4 OLD WHITMORE AVE

NAWAB INDIAN CUISINE
18A CAMPBELL AVE SE

OLDE SALEM BREWING-MARKET STREET
315 MARKET ST SE

PARKWAY BREWING ROANOKE 17 CAMPBELL AVE SW

THE PINE ROOM
110 SHENANDOAH AVE NE

RASA NIRVANA 9:30 PM
19 SALEM AVE SE

THE REGENCY ROOM
110 SHENANDOAH AVE NE

ROANOKE ART PROJECT
101 CAMPBELL AVE SW
Open on 12/4 until 9 pm

THE ROANOKE NATURAL FOODS CO-OP
1 MARKET SQUARE SE STE. 115

ROANOKE STARCADE
1 MARKET SQ SE

ROANOKE WEINER STAND
110 MARKET SQUARE

SAKURA ASIAN FUSION
551 MARSHALL AVE SW

SERENITY TREASURES
305 MARKET ST. SE

SHADES OF COLOR
210 MARKET ST. SE

SIDECAR 411 1ST ST. SW

SIDEWINDERS SALOON
16 CAMPBELL AVE SE

STEAM COFFEE + EATERY
110 SHENANDOAH AVE NE 8:00 PM

STELLINA 104 KIRK AVE SW

STOCK 13 CHURCH ST SE

SUERTE 201 S. JEFFERSON ST

TABLE 50 309 MARKET ST SE

TACOS ROJAS 32 MARKET SQ

TEXAS TAVERN
114 CHURCH ST SW

THAI CONTINENTAL CUISINE
106 MARKET ST SE 8:00 PM

THREE NOTCH'D BREWING COMPANY
24 CAMPBELL AVE SE

WALKABOUT OUTFITTERS
304 MARKET ST SE 9:00 PM

WASABI'S 214 MARKET ST SE 9:30 PM

WELL HUNG VINEYARD
402 S. JEFFERSON ST

WOK N ROLL 9:30 PM
130 CAMPBELL AVE SE

WOODSHED 409 S JEFFERSON ST

WYNDROSE 307 MARKET ST SE 9:00 PM

WAFFLE CONE 1 CAMPBELL AVE SW



ENTERTAINMENT

ALLIKATS
Roanoke's own Allan Walker and Kathryn Hopkins bring world-class talent to the stage, combining decades of international performance experience in jazz, soul, and popular music.
December 4th at 9:00 pm on the Community Stage.

ART IN MOTION DANCE CENTER

Art In Motion is dedicated to dance as an art form that provides a positive, energetic, and family-oriented environment where students can develop technically and artistically. This non-competition studio offers a wide range of classes including a performance company selection by audition. They strive to provide a creative, supportive, and fun-filled environment for their dancers. **December 11th at 8:00pm on the Community Stage**

BRASS FOR THE HOLIDAYS

Nothing helps build holiday spirit like brass music. Come and enjoy holiday music performed by local professional brass players featuring members of the Roanoke Chamber Brass, Star City Brass Quintet, Star City Horns, and more!
December 18th at 8:00pm on the Radford University Carilion Stage

CITY MARKET BUILDING

Enjoy Santa's Workshop, as well as other holiday activities.
December 4th 11th, and 18th from 6:00pm to 9:00pm

COMPASS ACADEMY DANCE TEAM

Compass Academy in Forest, Virginia fosters independence, critical thinking, and a love for nature, promoting lifelong learning and well-being. Each student is empowered to take charge of their educational journeys by combining the structure of traditional education with the flexibility of homeschooling. The school introduced its inaugural dance team earlier this year, and its members have participated in local community showcases and workshops covering styles like ballet, tap, jazz, contemporary, hip hop, and musical theatre.
December 18th at 7:00pm on the Community Stage

DASH RIPPINGTON, SWORD SWALLOWER

Dash Rippington has been a performer most of his life. Starting at age 17, he now specializes in several sideshow-style acts and has been a performer with the Maryland Renaissance Festival for over 25 years.
December 11th from 7:30pm to 9:30pm at Campbell Ave & Market St.

DUELING PIANOS

Join AM Entertainment for Dueling Pianos at Dickens of a Christmas! This high-energy, interactive show features talented pianists, crowd favorites, and plenty of laughter. Request your favorite songs, sing along, and become part of the fun. Bring your family and friends for the perfect ending to this beloved festival
December 18th at 9:00pm on the Community Stage

FLOYD WARD SCHOOL OF DANCE

Floyd Ward School of Dance has been teaching students to dance in the Roanoke Valley for over 90 years. Specializing in students ages 3 - 18, the studio teaches both recreational and competitive level students in ballet, clogging, contemporary, hip hop, jazz, liturgical, lyrical, modern, pointe, and tap.
December 18th at 6:00pm on the Community Stage

HALE'S MUSIC SCHOOL

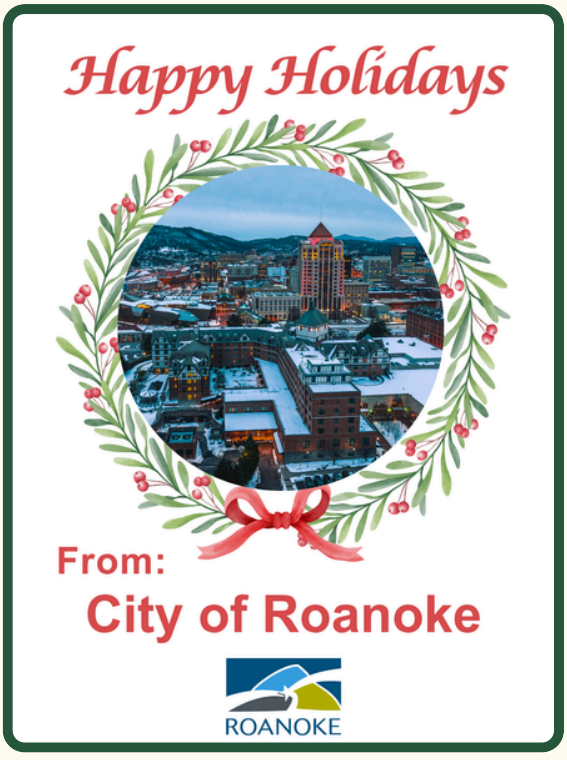
Hale's Music School in Salem, Virginia is represented by students performing a variety of instruments, each presenting a solo piece that reflects their progress. Each performer brings their own developing skills and personality to the stage. From first time performers to growing musicians, they showcase the excitement of learning at any stage, and their individual performances highlight the heart of our music program.
December 11th at 9:00pm on the Community Stage

KATE GUNTERMANN AS SENSORIEL: FIRE PERFORMER

Kate has been performing with fire since 2001 and has appeared at festivals, nightclubs, and private events across the eastern United States. She is highly involved with the Regional Mid-Atlantic Burning Man Festival and Playa del Fuego.
December 11th from 7:30pm to 9:30pm at Campbell Ave & Market St.

MOUNTAIN MOVERS CREATIVE ARTS

Mountain Movers Creative Arts is a faith-based, noncompetitive dance studio founded in 2022 for children ages 18 months to 12 years. The studio provides a supportive environment where dancers build technical skills, confidence, creativity, and resilience. Its nonprofit program, Darby's Dancers, offers dance opportunities for children with special needs. Combining classical techniques with modern training, Mountain Movers encourages self-expression, personal growth, and a lifelong appreciation for the arts.
December 4th at 7:15pm on the Radford University Carilion Stage



RALEIGH COURT PRESBYTERIAN YOUTH CHOIR

The RCPC Youth Choir offers the opportunity for teenagers to come together to traverse the false boundaries and competitive nature of our society to create beauty and friendship, thereby making a more connected, kinder community through the ministry of music-making. They are committed to nurturing their singers through voice building, training in musical literacy, and developing artistic expression. **December 4th at 5:30pm on the Radford University Carilion Stage**

ROANOKE VALLEY CHORAL SOCIETY

The Roanoke Valley Choral Society was formed in 1974 with the merger of the former Roanoke Valley Chorus and the Virginia Choral Society. For over 50 years, the Roanoke Valley Choral Society has performed to the delight of audiences in the Roanoke Valley and beyond.
December 4th at 8:00pm on the Community Stage

SALSA NOKE

Originating as a Latin Dance company in January 2010, Salsa Noke offers special event workshops, team-building exercises, and wedding dances. They also provide weekly public group classes, private classes, and Friday dance socials. Through their motto "enriching lives, bringing joy and bridging community through the rhythms of dance", they strive to foster and strengthen our social fabric.
December 4th at 7:00pm on the Community Stage

SOUTHERNETTES BATON CORPS

The Southernettes Baton Corps has been twirling in the Roanoke Valley for over 65 years. The team consists of 50 twirlers, ages 4-18. Classes are taught by Natasha Flores and Paige Yates through the City of Salem Parks and Recreation.
December 11th at 7:00pm on the Community Stage

TAUBMAN MUSEUM OF ART

Join them for a night of festive fun. Make your own holiday-inspired crafts and get your picture with Frosty! Explore the galleries on the second floor. All ages are welcome!
December 4th, 11th, and 18th from 6:00pm to 9:00pm



THE VICTORIAN HOLIDAY CIRCUS COMPANY

Dazzling acrobatics, comedy, and festive charm are coming to downtown Roanoke! This talented trio features a captivating aerialist, a comedy tightwire walker and unicyclist, and a premium circus performer showcasing aerial artistry along with impressive juggling and unicycling skills. Dressed in Victorian holiday costumes, the performers will alternate short shows to keep audiences entertained throughout the evening.
December 18th from 6:00 – 9:00pm on Market St & Salem Ave

VIRGINIA BLEND CHORUS

Virginia Blend has been ringing chords in Roanoke, VA since 1970. As a mixed-voice chorus, they bring together tenors, leads, baritones, and basses, voices of every kind, to celebrate the uniquely American art form of barbershop harmony.
December 18th at 8:00pm on the Community Stage

WILLIAM BYRD HIGH SCHOOL CHOIR

Coming off a recent tour stop with the band Foreigner, the William Byrd Choir is excited to contribute some festive music in their set. They will be performing a few selections from their upcoming winter concert on December 17th, as well as share a few favorite carols (audience participation is encouraged).
December 4th at 8:00pm on the Radford University Carilion Stage

ZOUKUMI ROANOKE

Zoukumi Roanoke is a vibrant, inclusive local dance community in Roanoke, Virginia, dedicated primarily to teaching the styles of Brazilian Zouk and Lambada. Founded and organized by Ophelia Camelot, the group emphasizes a diverse and welcoming space for dancers of all skill levels.
December 4th at 6:30pm on the Radford University Carilion Stage





DELTA DENTAL®

Dickens of a HRISTMAS

Have a wonderful holiday season!

Downtown Roanoke VA

WDBJ7 WZBJ 24
YOUR HOMETOWN STATION®



Holiday Greetings

THE ROANOKE TIMES
roanoke.com

Park your car at a star

PARK ROANOKE

