

Holly Jolly Brawley 2025: Official Event Schedule

Presented by the Downtown Charleston Association and the City of Charleston

The Downtown Charleston Association and the City of Charleston are proud to announce the return of Holly Jolly Brawley 2025, a two-day holiday festival that transforms the heart of downtown Charleston into a winter wonderland. Featuring live music, a holiday shopping village, kid-friendly attractions, the Black Friday ArtWalk, and a dazzling drone show, this free event brings festive joy to the community and visitors alike.

Presented by Dutch Miller Subaru.

Dates: Friday, November 28 – Saturday, November 29

Festival Hours: 12:00 PM – 8:00 PM (Both Days)

Location: Downtown Charleston, WV

CAPITOL STREET – KIDS ZONE (12 PM – 8 PM Both Days)

Bring the whole family for a full day of festive fun in our expanded Kids Zone! • AAA Entertainment DJ & Kids Dance Party • Kids Inflatables • Free Face Painting • Free Ornament & Faux Gingerbread Making Activities hosted by The Clay Center • Zip Line • Carnival Games

Photos with Santa: 1:00 PM – 5:00 PM (Both Days)

SUMMERS STREET – HOLIDAY SHOPPING VILLAGE & BLACK FRIDAY ARTWALK (12 PM – 8 PM Both Days)

Stroll through our large holiday tent featuring over 30 unique vendors offering gifts, treats, and local goods. Additional Attractions: • Food Trucks • Inflatable Snow Globe Photo Booth • Music by DJ EJ • Black Friday ArtWalk (12 PM – 8 PM, Friday Only): Artists will be located inside participating businesses along Summers Street, Capitol Street, Hale Street, and Quarrier Street.

CITY CENTER SLACK PLAZA – LIVE ENTERTAINMENT

Friday, November 28

- The Unit – 4:00 PM to 6:00 PM
- City Tree Lighting & Award Ceremony – 6:30 PM
- City Center Holiday Light Show Reveal – Immediately Following

Saturday, November 29

- Three 's Company Blues – 4:00 PM to 6:00 PM
 - WVU Medicine Holiday Drone Show – 6:30 PM
- (Best viewing location: City Center Slack Plaza)

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