



## THE SNOWMEN ARE COMING

A cool and smart way to experience downtown Stroudsburg for the holidays

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**STROUDSBURG, PA** – The [Snowmen of Stroudsburg](#) will make their debut once again this year from November 27, 2020 – March 1, 2021. Decorated by local artists, 30 life-size snowmen sculptures will be spread throughout [downtown Stroudsburg](#) and are relocated every few weeks. The Snowmen of Stroudsburg were developed by [GO Collaborative](#), a non-profit agency dedicated to brainstorming how businesses and artists can partner for the community's benefit.

Due to the COVID-19 pandemic, GO Collaborative's suppliers shut down their manufacturing plant, and because of distancing protocols, artists were held back from producing 10 new snowmen sculptures this year. Yet, the popular project is returning for its third straight year and makes for the perfect outdoor, socially distant winter activity. Created in different colors and themes, the giant sculptures are a great photo opportunity! Many businesses will be offering specials or giveaways in conjunction with the project.

"The Snowmen of Stroudsburg are beloved among locals and visitors alike," said GO Collaborative President Jim Evanisko. "The snowmen create exposure for our talented artists, bring businesses together, and showcase all Main Street has to offer during a beautiful time of year in the Pocono Mountains."

Look for a special logo in the windows of stores which support this project and are sponsoring a snowman sculpture. Once the snowmen are in place beginning Black Friday, GO Collaborative will post a list of contests for children to participate in and an interactive map showing where each snowman is located [on its website](#).

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Stroudsburg is more than just a map dot along I-80. We're a bustling and eclectic downtown district nestled in the Pocono Mountains with shoppes and art galleries, restaurants, cafés, live music and entertainment, and world class events. Come soak in the historic sites, visit the weekly farmers market, or spend some time enjoying local street art. There's always something happening in downtown Stroudsburg!