



Press release: Brno Christmas – the very first, unique, and authentic

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Brno was the first city in the Czech lands to erect a Christmas tree on its main square. It was 94 years ago, and just like then this year's tree will be brought in by horses. Three years ago, Brno was again the first to introduce a system of returnable cups at its Christmas markets. And only in Brno can you try the spiked cider drink, Turbomošt.

The very first

And it is the city of Brno which established the tradition of erecting a Christmas tree in the town square in the Czech Republic (Czechoslovakia at the time). Thanks to local writer and journalist Rudolf Těsnohlídek, **the very first Christmas tree in the country was lit up in 1924** on Freedom Square (Náměstí Svobody).

And another first for Brno! Three years ago, Brno was the first in the Czech Republic to introduce a **system of returnable cups** at all its Christmas markets downtown.

Unique

Just like Vienna is famous for its punch, Brno has its spiked apple cider, **Turbomošt**. Introduced in 2009, it's become a favourite Christmas drink of locals as well as tourists ever since. It's 100% apple juice, mixed with some apple brandy and a special mixture of spices.

Also, every Brno Christmas introduces a **new collection of souvenirs and original cups**. In previous years, they were created by famous artists, like Petr Kvíčala and Vendula Chalánková. And thanks to these eco-friendly returnable cups (which also make nice souvenirs), 190 thousand litres of waste were saved last year alone.

And the third unique thing about Brno Christmas are its live performances, taking place at the central square every day, reminding everyone why Brno is the only Czech city to boast the **UNESCO City of Music** title.

Authentic

The friendly, cheerful atmosphere along with all the opportunities to taste the best of what Brno **cuisine** has to offer, help make Brno Christmas truly authentic, both for tourists and gourmets.

*"We've prepared **special Advent walks and rides** for those who'd like to get to know the city better or enjoy it a bit differently during Christmas,"* says Jana Janulíková, director of TIC BRNO, which organizes the markets. *"Also, the **special Christmas marbles** are another favourite and have already become a tradition. During the Christmas markets, you can catch them when they are released from our famous clock machine."*

Then there are traditional **December Design Days**, offering original gifts created by famous Czech designers, and traditional **charity collection for**

people in need, without which the Brno Christmas wouldn't be complete, as that's how it all began 94 years ago. Rudolf Těsnohlídek was inspired by Denmark where a sign on a lit up Christmas tree in the main square in Copenhagen said "From Everybody to Everybody". And the money collected under the tree was later given to charity organizations just like it is now in Brno.

Arrival and lighting up the Christmas tree

It will all begin on Friday, **November 23**, with a tree lighting ceremony on Freedom Square. As usual, the tree will be brought from the forest district of the nearby village of Bílovice, and this year, just like 94 years ago, it will be brought in by a team of horses. There will be a light show, a concert as well as a videomapping performance. This modern show directly refers to Rudolf Těsnohlídek's tradition of helping people in need and will open the Advent and Christmas markets for the next five weeks.

*"If you want to be there to see the horses bring the Christmas tree to the square, mark **November 17** in your calendar, as that's when the tree will arrive in Brno and will be erected,"* invites Jana Janulíková to the preview of Brno Christmas. *"And since lots of people asked for the markets to remain open over Christmas, unlike in previous years, this year's markets will be open until **December 28**."*

Dynamic and peaceful

The 2018 Brno Christmas will take place on Freedom Square and Dominican Square (Dominikánské náměstí), but the markets will live up Moravian Square (Moravské náměstí) as well as the Vegetable Market (Zelný trh).

If you like to meet and have fun together with hundreds of people and enjoy a busy city centre, you'll certainly enjoy the atmosphere at **Freedom Square**. Dozens of stalls as well as a cupola of the Ice Bar will offer various original drinks, next to a stage featuring many live concerts.

For a more intimate atmosphere, the Gourmet Christmas on **Dominican Square** is a good choice often sought-after by families and fans of good food. There will also be a life-size nativity in front of the festively lit New Town Hall, as well as lots of local as well as world cuisine.

Come enjoy the Christmas scene in the city which inspired other Czech cities to erect Christmas trees in their main squares.

Brno Christmas

November 23 – December 28, 2018

Opening hours: 9 am – 9:45 pm

Brno, September 25, 2018

Authenticity
Design
Ecology
Gourmet
Charity
Local
Innovations
Family
World-class
Traditions
Full of life
Cool