



**For Immediate Release:**  
December 3, 2025

**Media Contact:**  
Lily Madjus Wu  
(415) 597-4620  
[info@tjpa.org](mailto:info@tjpa.org)

## **\*\*\* PRESS RELEASE \*\*\***

### **TJPA INVITES PUBLIC TO 2025 WINTERFEST FESTIVITIES AT SALESFORCE PARK**

*Holiday Lighting Celebration, December 5 and Free Winterfest Activities, December 6-7*

**San Francisco, CA** – The Transbay Joint Powers Authority (TJPA), in coordination with the East Cut Community Benefit District (CBD), today announced that free holiday activities will be offered at TJPA's Salesforce Park during the weekend of December 5-7 at the 6<sup>th</sup> annual Winterfest celebration. The festivities begin on the night of December 5<sup>th</sup> with live music from the band Magic Nostalgia, dancing, and a countdown to the park's holiday illumination at 5:30 pm. Other weekend highlights include a morning of holiday kids events, an Ugly Sweater Silent Disco and a screening of the film *Frozen Sing-Along*, and an all-day wreath making party.

"We invite the community to join us for the sixth annual Winterfest at TJPA's Salesforce Park from December 5-7 for a magical weekend filled with free holiday activities and festive fun for the whole family," said Adam Van de Water, Executive Director, Transbay Joint Powers Authority. "We can't wait to welcome everyone back to the most spectacular rooftop park in America and celebrate the start of the winter season together!"

The TJPA joins other downtown venues celebrating the holiday season and will feature a Holiday Lighting Celebration on the evening of December 5<sup>th</sup> from 5 to 7 p.m. featuring free crafts, a holiday photo booth, live music, and dancing. Attendees are recommended to arrive at the Main Plaza before 5:30 p.m. for the holiday program kickoff with Park lighting starting around 5:50 p.m. This event precedes the annual Let's Glow SF event occurring at the Ferry Building from 6 to 7 p.m.

"Winterfest reflects what makes this part of the city so special – collaboration, creativity, and a deep commitment to welcoming public spaces," said Andrew Robinson, Executive Director of The East Cut Community Benefit District. "We're proud to partner with the TJPA to offer a festive, inclusive holiday experience at Salesforce Park and to showcase the vibrancy of

downtown San Francisco. The park illuminated for the holidays is a magical experience for daily park goers and first-time visitors.”

TJPA’s Salesforce Park offers a variety of free activities year-round to residents and visitors. During this holiday season, free holiday activities will be available in the park for everyone to enjoy, starting Friday evening, December 5th, through Sunday, December 7th, 2025.

**Friday, December 5th:**

- 5:30 – 5:50 p.m.: Holiday Program and Park Illumination
- 5:00 – 7:00 p.m.: Live Performance by Magic Nostalgia, Free Craft at the Recess Cart (while supplies last) and Holiday Photo Booth with California Photo Booth

**Saturday, December 6th:**

- 10:00 a.m. – 4:00 p.m.: Gift Wrapping Station
- 10:00 – 11:00 a.m.: Holiday Toddler Time with Blue Bear School of Music
- 11:00 a.m. – 12:30 p.m.: Snow Globe Ornament Making, with GoGo Craft
- 5:00 – 7:00 p.m.: Frozen Sing Along at the Amphitheater and Ugly Sweater Silent Disco with HUSHconcerts in the Main Plaza

**Sunday, December 7th:** *(sessions already sold out)*

- 9:00 – 11:00 a.m.: Holiday Wreath Craft Session 1
- 12:00 – 2:00 p.m.: Holiday Wreath Craft Session 2
- 3:00–5:00 p.m.: Holiday Wreath Craft Session 3

All three sessions of the Holiday Wreath Craft event on Sunday, December 7th, are now sold out. Three hundred free tickets were available for each session, with reservations opening on Monday, November 24th, through the Salesforce Transit Center's website and social media. On Sunday, walk-ins will be accepted 40 minutes after the start of each session, or earlier at staff's discretion, depending on capacity.

Holiday offerings and schedules are subject to change without notice. For the latest information, please visit [tjpa.org/Winterfest](http://tjpa.org/Winterfest) and follow @salesforceparkSF on Instagram and @transitcenterSF on Twitter, Facebook and Instagram.

###

About the Transbay Joint Powers Authority (TJPA):

*The TJPA is owner and operator of the multimodal Salesforce Transit Center, connecting nine-Bay Area transit systems and the public Rooftop Park, providing free activities throughout the year. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center’s operating costs.*

About the East Cut Community Benefit District (CBD)

*The East Cut Community Benefit District is a 501(c)(3) non-profit organization that works to advance neighborhood quality of life, enhance the public realm and reinforce the viability of the local economic base to make for a more connected community. The East Cut CBD neighborhood covers nearly 20 city blocks, from Mission to Bryant and Second to Steuart Streets. Learn more about the East Cut neighborhood and Community Benefit District at [theeastcut.org](http://theeastcut.org)*