

REGIONAL LIVE CAMERAS: Bethlehem: Hotel Bethlehem | Main Street Reading: Penn Street Easton: Downtown Poconos: Jim Thorpe | Stroudsburg

이 게임은 매우 사실적이어서 보기만 해도 기분이 좋습니다.
RAID: Shadow Legends [OPEN](#)

Skip the North Pole—Bellevue’s Snowflake Lane Is the Real Holiday Magic

Cassandra Karpiak 1 hr ago 0



Image Credit: Chance Merchant



Listen to this article now
Powered by Trinity Audio
00:00 06:26

Imagine a place where snow falls nightly, toy soldiers march to festive tunes, and dazzling lights cast a magical glow over happy, bustling crowds. Welcome to Snowflake Lane in Bellevue—a holiday experience like no other.

Every evening from late November through Christmas Eve, the bustling sidewalks of Bellevue transform into a winter wonderland with the beloved [Snowflake Lane Parade](#). Located between Bellevue Square and Lincoln Square on NE 4th to NE 8th Streets, this dazzling spectacle is a holiday gift from the Kemper Freeman Family and The Bellevue Collection to the community.

The parade starts promptly at 7 p.m. each night, unfolding in a symphony of light, sound, and snow. Yes, snow! Over 55 snow machines work tirelessly to blanket the streets in a soft flurry, using more than 850 gallons of snow throughout the season.



STORMCENTER UPDATE
3 non-worship items have been reported

Having trouble with Zoom or WFMZ+? [Click Here](#)

69 NEWS Click to WATCH
LIVE & REPLAY

COMMUNITY CONNECTION

LIVE: BirdFeederCam

69 News morning NETCAST for 2/18/25



GET THE MOST OUT OF WFMZ.COM WITH A USER ACCOUNT
SIGN UP NOW



Stop Information Overload
Ethereal Search Engine



Stop Paying Too Much for Your Prescriptions - Compare Prices, Find Free Coupons,



Get Mortgage Advice Close to Home



Quiz
What did the 2025 fiscal year budget for MCPS total?
 \$3 billion
 \$3.5 billion
 \$3.7 billion
 \$3.32 billion
[Skip >](#)



By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.

[Accept All Cookies](#)
[Cookie Settings](#)

Against this wintry backdrop, 16 festive floats glide by, accompanied by 176 performers, each bringing their role to life with holiday cheer.

For 20 years, Snowflake Lane has captured hearts, drawing nearly 400,000 visitors annually, and the 20th anniversary has delivered even more enchantment than previous years.

A Magical Gift to the Community

The Kemper Freeman family and The Bellevue Collection have gifted the Puget Sound region with Snowflake Lane for two decades, attracting nearly 10,000 guests each evening.

Snowflake Lane isn't just another holiday event; it's a vision brought to life. Kemper Freeman's goal was to create a free, family-centric holiday experience that feels magical for everyone, and boy, has it delivered.

The 23-minute parade is a sensory delight. From elegant Snow Princesses to mischievous Mad Cap Elves and cuddly polar bears, the parade features 22 different costumes. Characters like Frosty and Belle—the happiest St. Bernard you'll find this holiday season—are charmingly outfitted in detailed, custom-designed costumes that take months to perfect.

The logistics of creating Snowflake Lane are as awe-inspiring as the parade itself. Over 400 Colorblast building lights illuminate the route, while more than 100 Jingle Belle umbrellas twirl in choreographed harmony. Drumsticks strike in perfect unison—100 pairs, to be exact—and candy flows freely, with over 80,000 pieces handed out to spectators.

More from the Newsroom

- Stretch of Route 329 closed due to dump truck rollover
- 30 people displaced after overnight fire in Allentown
- Pa. primary election 2025: Everything you need to know about running for local public office
- Massive fire tears through SPS Technologies in Montco
- From generators to food safety: What you need to know if you're without power
- Northampton Community College's 'East 40' gets zoning approval
- Golfin' in the galleries: Reading Public Museum pairs art with putt-putt
- High winds leave thousands without power across Lehigh Valley

With 1,300+ twinkling blinkie lights on the cast's costumes, you'll find yourself in a scene straight out of a storybook.

The experience doesn't end with the visuals. The toy drummers keep the beat, dancers twirl gracefully, and floats move in tandem with the holiday tunes filling the air. And at the heart of it all? Santa and Mrs. Claus welcome everyone into the magic of the season.

Behind the Scenes Magic

The heart and effort poured into Snowflake Lane behind the scenes make it extra special. For many of the 176 cast members, this is their very first job. High school students from all over Puget Sound audition eagerly—450+ hopefuls, to be exact—vying for the chance to bring the parade to life. From toy drummers to Sugar Plum Fairy, these performers spend months rehearsing and forming friendships long after the season ends.

I spoke with Brady Carroll, a local high schooler cast as a toy drummer in his third year. "I wanted to bring smiles to all the kid's faces," he told me. They rehearse hard, but the joy on the kids' faces when the snow starts falling makes it all worth it for Carroll. The camaraderie among the cast, combined with the rigorous preparation, ensures the parade sparkles both onstage and behind the scenes.

Stories of Tradition and Joy

For local Christina Stanton's family, Snowflake Lane has become a treasured tradition. Her parents first brought her as a toddler; now, as a teenager, she attends with her younger brother, marveling at how the magic feels just as real as when she was three. "It's not just a parade," her father reminisced. "It's a moment we look forward to every year, a memory in the making."

And then there's Tim, a local dad who reflects on how Bellevue has grown. "I attended the first-ever Snowflake Lane Parade back in 2004 as a young parent. Fast-forward 20 years, and now I'm here with my grandson, and the magic hasn't missed a beat."

For children, parents, and grandparents alike, Snowflake Lane has become integral to Bellevue's holiday tradition.

Make It a Weekend Wonderland

Visitors don't have to let the magic of Snowflake Lane end with the parade. Extend your visit into a holiday getaway by staying at the Hyatt Regency Bellevue, located in the heart of [The Bellevue Collection](#).

Conveniently situated just steps from Snowflake Lane, the [Hyatt Regency Bellevue](#) offers unbeatable proximity to the parade. After enjoying the nightly spectacle, retreat to the comfort of your room or suite, where you'll find sweeping views of downtown Bellevue.

Explore over 200 shops and 50 dining options without ever stepping outside. Spend the day holiday shopping at high-end retailers like Nordstrom and Tiffany & Co., or find unique gifts for loved ones at boutique stores. When hunger strikes, restaurants like Daniel's Broiler or Din Tai Fung will satisfy, both just a short stroll away.

For families, the Hyatt Regency Bellevue offers family-friendly amenities, and its central location makes it easy to enjoy other holiday activities around town. Continue the holiday spirit with a visit to [Seattle Christmas Market](#), a stone's throw from the Space Needle, and, for hockey fans, right next door to Climate Pledge Arena, home of the Seattle Kraken.

For more details and to plan your visit, check out the official Snowflake Lane page [here](#). Trust me—this is one holiday tradition you'll be glad you made time for.


The best part? It's completely free, inviting families, friends, and visitors from near and far to gather and soak in the festive atmosphere. As the floats roll by and the snowflakes fall, one thing becomes clear: Bellevue has mastered the art of holiday magic.

- Lifelong Easton resident enters city council race for District 2 representation
- DA: 2 dead in apparent murder-suicide in Reading; baby left with gunshot wound

[MORE FROM THE NEWSROOM »](#)


Trending Headlines

Recommended for you




HEALTH

Teenagers who think they're fat more likely to consider self-harm: study




AFP

US lawmakers due to confirm Howard Lutnick as commerce secretary



FIELD LEVEL MEDIA

Reports: Cubs, Justin Turner agree to deal



FEATURES

Would you trust AI to do your job interview?

Email Newsletter Sign-Up

Get Breaking News, Headlines and Weather delivered directly to your inbox.

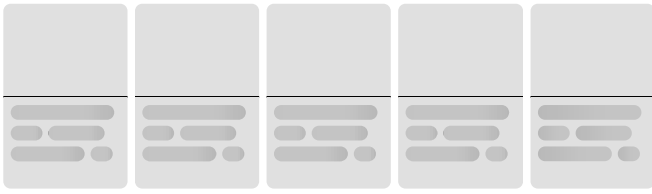
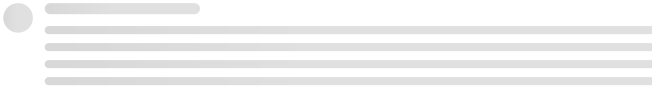
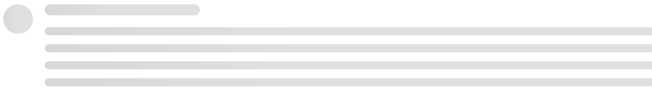
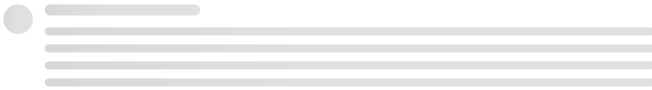
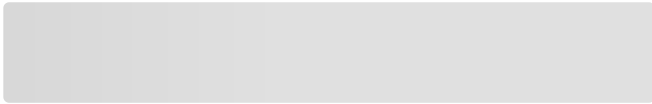
- Breaking News Alerts
Breaking news alerts from 69News.
- 69News Inside Local Government
Your source for important local government and business events delivered Tue to Sat
- 69News Morning Forecast and Headlines
Your daily headlines and complete forecast from 69 News meteorologists delivered every morning around 6am
- 69News Weekday Headlines
The latest headlines plus find out what's coming up tonight on 69News. Delivered weekday afternoons

Originally published on [theroamreport.com](#), part of the [BLOX Digital Content Exchange](#).



Tags [2015 1-16-17 Pm](#) [Tricon](#) [The-roam-report](#) [Downtown Bellevue](#) [Bellevue Square](#) [Kemper Freeman](#) [Nordstrom](#) [Snowflake Lane](#)





Around The Web



Stop Information Overload
Ethereal Search Engine



Four Easy Tips to Keep Your Kids Safe Online



The Best Places to Buy College Apparel Make Showing College Pride Too Easy



The New Normal of Selling a Home Today



Walmart Center for Racial Equity Update: Advancing Equity in Criminal Justice



Get Mortgage Advice Close to Home



Nine Kinds of Ancestors You Could Find on Your Family Tree



Take on a Challenge: Make Pasta Al Limone at Home



Why Google Workspace for Business is Worth the Upgrade

Sections

- Home
- News
- Traffic

- Sports / Health
- Entertainment
- Features
- Community
- Business
- Games
- About Us

Services

- Calendar
- Mobile and Free Apps
- WFMZ+ Streaming
- Email Alerts
- Text Alerts
- Search
- Weather
- Stormcenter - Worship Application
- Stormcenter - School / Business Application
- Employment
- Internships
- FCC Public File
- EEO Report
- **Closed Captioning Problems Hotline:** 610.841.4982



WFMZ.com
300 East Rock Road
Allentown, PA 18103
Phone: LV: 610.797.4530 || Berks: 610.372.6969
Email: news @ WFMZ .com

WFMZ-TV 69 News provides news, weather, traffic, sports and family programming for the Lehigh Valley, Berks County, Southeastern Pa., Poconos and Western NJ including Allentown, Bethlehem, Easton, Reading, Kutztown, Emmaus, Quakertown, Stroudsburg, Philadelphia, Jim Thorpe, Doylestown, Phillipsburg, Flemington, Wilmington, and Newark.
This website is not intended for users located within the European Economic Area.

Advertising: Ad Choices | Do Not Sell My Info (cookies): Cookies Settings

© 2025, Maranatha Broadcasting Company, Inc. | Terms of Use | Privacy Policy | Cookies Settings

Your Life, your World, your NEWS