

12 DAYS OF DOWNTOWN

What is the 12 Days of Downtown?

It's our festive, advent-calendar-inspired celebration of all things downtown!

From December 8–19, we'll open a new "window" each morning—featuring local businesses, restaurants, experiences, and community organizations that make Downtown Calgary shine.

How do the giveaways work?

Some days include an Instagram giveaway where you can enter directly on our @DowntownCalgary account. Just follow the instructions in the post for your chance to win.

Do all 12 days include prizes?

Not exactly! Some days spotlight charitable organizations doing incredible work in our community. Those days won't include a giveaway, but they will include ways you can give back this holiday season.

What are Starlight Bonus Giveaways?

They're special surprises sprinkled throughout the campaign, think of them as extra stars on our advent calendar. These bonus giveaways appear on select days alongside our charitable highlights. Watch our feed for hints!

Where can I participate?

All contest entries happen exclusively on Instagram at @DowntownCalgary. You'll also find daily updates and full details on our website's 12 Days of Downtown landing page.

When should I check for new features?

Every morning from December 8–19.

A new window opens each day with a fresh feature, giveaway, or spotlight.

Is there a cost to enter the giveaways?

Nope! Entry is always free.

Just follow the instructions on each Instagram post.

Can I enter more than one giveaway?

Yes! Each day is its own standalone feature—enter as many as you like.

How will winners be contacted?

Winners will be notified directly by @DowntownCalgary through Instagram Direct Message.

We will *never* ask for credit card information or send a suspicious link—please be alert for scam accounts.

How can I support the charitable organizations featured?

Each charitable highlight includes simple, meaningful ways you can give back—donations, wishlist items, volunteer opportunities, or awareness-building. Even a share goes a long way.

Can businesses still participate?

For 2025, spots are full due to overwhelming interest, but businesses can reach out to our team to be considered for future downtown campaigns and partnerships.

Where can I learn more?

Follow us on Instagram and visit our 12 Days of Downtown landing page for daily updates, full details, and ways to support downtown all season long.