Traditions like FoolMoon matter more than ever in 2021. There is an urgent need to be together and to imagine the power of light + hope + healing that we can create together.


We invite you to join us + imagine new ways to celebrate our CommUNITY. Dust off those luminaries, make new FoolMoon creations, and create a new celebration that truly shines a light on the power of creativity all over Ann Arbor. Together, our lights will SHINE brighter than ever!

FoolMoon is Happening in 2021!

FoolMoon Magic unfolds in March with in-town, at-home + virtual experiences culminating with a community-created celebration on Friday, April 9. This year’s theme—Shine Your Light A2!

FoolMoon Making at home + online art projects + programs in March—inviting Ann Arbor youth + teens, underserved communities, and kids of all ages, to make amazing art + share their bright light.

FoolMoon Art installations by local artists lighting up Ann Arbor's downtown – Kerrytown, Main Street + State Street areas— bringing creativity + light to favorite spaces, places + windows all over downtown.

FoolMoon Stroll + Roll on Friday, April 9 promoting local businesses who need it more than ever. Grab a bite, quench your thirst + find a treasure. Show Your Love A2!

FoolMoon Map with all the art + happenings so you can make plans + FoolMoon at your own pace with social distancing + masks for safe Strolling + Rolling!

FoolMoon Virtual so you can catch the online fun, celebrate at home, dance in your living room, make + share your own FoolMoon fun!
FoolMoon 2021 + YOU!
Inviting Ann Arbor Businesses to SHINE Bright!

HOW CAN YOUR BUSINESS SHINE?

It’s been a tough year for local businesses navigating a pandemic. More than ever this year, we’re excited to share some love + shine a light on you in 2021. Let FoolMoon bring customers + visibility to your doors!

Maybe you want to share some light + help make Ann Arbor’s CommUNITY SHINE. Here are some easy + illuminating ideas to consider:

• Get the holiday lights back in your windows.
• Make FoolMoon Stroll + Roll plans with business neighbors + stay open late on Friday, April 9.
• Offer FoolMoon Stroll + Roll promotions, menu + drink specials, and let us promote them with you.
• Let TreeTown Murals + Brush Monkey artists create some painted FoolMoon magic on your windows.
• Let us match you with a local artist + sponsor an arts installation in your window.
• Offer MoonLight making arts materials + help Ann Arbor make some magic.
• Share FoolMoon 2021 happenings with your networks + share the MoonLight on social media.

Maybe you’re able to share some more love with your community, help more kids participate, support our local artists, or bring some light to a business neighbor.

Consider being a FoolMoon 2021 Sponsor + help us all SHINE brighter.

HOW DOES MY BUSINESS BENEFIT?

• Be part of the FoolMoon brand—a beloved community tradition + official rite of Spring.
• Attract customers to your business during + post-FoolMoon so they share some love with you.
• Gain visibility with cross-promotions by WonderFool Productions + its partners like Destination Ann Arbor.
• Share your promotional plans + we’ll share them on our website, event map, social media + anywhere else we can SHINE a light on you.
• Help promote downtown Ann Arbor as a destination for local visitors, day-trippers, weekend travelers + more.
• Invite your employees to join in + find connections at a time of isolation + working remotely.
• Feel the love + light + goodness knowing you have helped your community SHINE, at a time when everyone needs it more than ever.

THANKS TO OUR BUSINESS PARTNERS!
• Kerrytown District Association
• Main Street Area Association
• State Street Area Association
• Ann Arbor Downtown Development Authority

FOR MORE INFO

FoolMoon is produced by WonderFool Productions, a nonprofit arts organization, in partnership with the Ann Arbor community.

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