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**SNOW FLURRIES IN OAKLAND?****JACK LONDON SQUARE CELEBRATES THE WONDER OF THE HOLIDAYS**

Annual tree lighting ceremony, musical performances, live reindeer on Friday, December 2

Oakland, CA (November 4, 2011) – Have you ever seen snow flurries in Oakland? This December 2, [Jack London Square](#) kicks off a season of holiday magic in style. Join family and friends as Oakland’s premier waterfront destination is transformed into a winter wonderland, complete with snow flurries and live reindeer, for its annual tree lighting festivities from 5-7 PM, co-hosted by KBLX radio.

While the star attraction of the evening will be the lighting of the stunning 55-foot tall Mount Shasta fir tree – decorated with over 5,000 sparkling lights – holiday revelers will be treated to a full program of entertainment. Highlights of the evening include the KBLX Annual Rising Star Talent Competition, performances by Radio Disney star Celeste Kellogg, local group Honey Bee Trio, Voices of Excellence and a 40-member marching band from Jamaica.



Attendees will also have a chance to meet and greet two live reindeer in the petting arena, interact with a host of costumed characters, delight in dancing Christmas trees, preview a parade float from the [11th Annual Comcast America’s Children’s Holiday Parade](#), scheduled for the following day and meet Miss Rosa from *Mornings on PBS Kids*. As part of the festivities, Jack London Square will host a canned food drive for the [Alameda Food Bank](#), so attendees are encouraged to bring a can or two of food to this free event.



“The tree lighting event has become our favorite tradition at Jack London Square,” said Linda Meyer, Marketing Director at Jack London Square. “It’s a chance for friends and neighbors from the East Bay and beyond to come together and get into the holiday spirit, create new memories and contribute to a good cause.”

The holiday spirit will continue at Jack London Square throughout the weekend. On the evening of Saturday, December 3, the Encinal Yacht Club will be holding its annual Lighted Yacht Parade on the Jack London Square waterfront. More than 35 lit and decorated boats are anticipated to participate in this year’s parade, a holiday favorite benefiting the Alameda Food Bank and Oakland Firefighter’s Random Acts organization. Performing at the Lighted Yacht Parade will be TOSCA, the Oakland Symphony Chorus Accidentals. Get a front-row seat for the parade while enjoying a bite at one of the Square’s world-class restaurants, including [Bocanova](#), [Cocina Poblana](#), [Miss Pearl’s Jam House](#), [Scott’s Seafood](#), [Il Pescatore](#), [Kincaids](#), [Yoshi’s](#), and [Hahn’s Hibachi](#).

MEDIA, PLEASE NOTE: For more information on holiday festivities, please visit www.JackLondonSquare.com or follow Jack London Square on Facebook [here](#) and Twitter at @JackLondonSq. To request high-resolution images or media interviews, please contact Jordana Heinke at 415.359.2313 or jordana@landispr.com.

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