

## EVENT ADVISORY

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# Jack London Square “Lights Up for the Holidays” with Text Message-Controlled Palm Tree Light Spectacular

*Oakland City Officials, Port Commissioners, and Miss California to Mark New Holiday Tradition and Preview America’s Children’s Holiday Parade 2009*

- What:** Jack London Square Lights Up for the Holidays, featuring:
- Interactive palm tree light show with text message controls
  - “Dancing Trees” costumed dancers
  - Live performance of scenes from “A Christmas Carol”
  - Floats from the America’s Children’s Holiday Parade
  - Costumed cartoon characters from favorite children’s programs
  - Live music from Oakland Homegrown Jazz Band
  - Donations accepted for Alameda County Food Bank, Toys for Tots, and Mayor Dellums’ Community Toy Drive
- When:** December 4, 2009 5:30 PM – 7:30 PM  
Lighting of the palm trees ceremony begins at 6:00 PM
- Where:** Jack London Square, Broadway at Embarcadero, Oakland
- Who:** Oakland City Officials; Miss California, Kristy Cavender; The Port of Oakland; Oakland Symphony Chorus; Alameda County Food Bank; KBLX-FM
- Website:** [www.jacklondonsquare.com](http://www.jacklondonsquare.com)

Oakland, CA – A new tradition begins in Oakland this year, an interactive holiday light spectacular sure to delight revelers throughout the season. On Friday, December 4<sup>th</sup>, city officials and Miss California will join with a cast of musicians, dancers, and cartoon characters to mark the start of the holidays with the official “lighting of the palm trees.” Visitors will have a chance to get in on the action by texting their orders for a personalized light show. The cutting-edge display will be a nightly feature in Jack London Square throughout the season.

“We’re tremendously proud to be the East Bay’s ‘home for the holidays,’” said Jim Ellis, managing principal of Ellis Partners LLC, which along with Transbay Holdings is undertaking a \$375 million redevelopment of Jack London Square. “This year we’re excited to bring the community an attraction unlike anything else in the Bay Area.”

The evening's celebration will begin at 5:30 PM with a performance from the Oakland Homegrown Jazz Band. Jack London Square will be decked out for the occasion with floats from the following day's America's Children's Holiday Parade. Visitors will have the unique opportunity to see close-up the artistry and detail that goes into the creation of these stunning floats. Costumed cartoon characters such as Clifford the Big Red Dog and Curious George will roam the Square delighting children and families. Visitors to the Square are invited to bring donations of toys and non-perishable food for Alameda County Food Bank, Toys for Tots, and Mayor Dellums' Community Toy Drive.

At 6PM, Oakland City Officials, Port of Oakland Commissioners, and Miss California will usher in the holiday season by pulling the switch to illuminate the Oakland waterfront with a glimmering grove of 25 palm trees, measuring 40 feet tall each. The array of 7500 energy-efficient LED lights will twinkle and change colors in an array of shapes and patterns. With a simple text message, visitors will have the chance to order their own custom light show, choosing the pattern and color they want to see. Designed and programmed by John Murray Productions, the light spectacular will be on display in Jack London Square throughout the season.

The ceremony will be followed by a full slate of live performances. First the Oakland Symphony Chorus will perform a medley of classic holiday songs. They will be followed by a troupe of dancing holiday trees and a performance of select scenes from the Dickens classic "A Christmas Carol." The evening will conclude with an encore performance by Oakland Homegrown Jazz. Jack London Square's much-celebrated restaurants will be open throughout the evening, serving exquisite meals to hungry merrymakers.

Jack London Square "Lights Up for the Holidays" kicks off a weekend of celebrations in the city of Oakland. On Saturday, December 5<sup>th</sup>, Broadway will play host to the nationally televised America's Children's Holiday Parade, a pageant of balloons, floats, marching bands, and more. Later that evening, Jack London Square will be a prime viewing location for the 33<sup>rd</sup> annual Lighted Yacht Parade. Due to high demand, diners are encouraged to make reservations early for waterfront seating at Jack London Square restaurants.

For more information, visit [www.jacklondonsquare.com](http://www.jacklondonsquare.com)

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