

MEDIA ADVISORY / PHOTO OPPORTUNITY

Tuesday, November 10th, 2009 at 6:00 a.m.

Minnesota Musicians Create CD of Holiday Favorites – Estimated to Be a Sell-Out. All proceeds to go to charity.

“Home for the Holidays: A Minnesota Christmas” is the Title of a New CD Produced by Local Twin Cities Artists. It will Go on Sale at Local Target Stores Tomorrow.

What: At Minneapolis’ downtown Target store on November 10 at 8:00 a.m., the new holiday CD “Home for the Holidays: A Minnesota Christmas” will be going on sale on a first come, first serve basis. In anticipation of a sell-out, rumor has it that fans are lining up at 6:00 a.m. to be the first to buy the inaugural soundtrack.

“This new CD, ‘Home for the Holidays: A Minnesota Christmas,’ has merged two elements of the holiday season: entertainment and giving,” said Phil Thompson, Music Director for IBEW Holiday Lights. “Representatives from the selected charities and I will be present at the Minneapolis downtown Target at 6:00 a.m. November 10 to meet and greet our fans.”

About the CD – “Home for the Holidays: A Minnesota Christmas”

Minnesota’s finest musicians have joined forces to donate their musical talents for charity. “Home for the Holidays: A Minnesota Christmas” includes fifteen original mixes by top local artists. CDs will be sold at IBEW Holiday Lights events and Twin Cities’ Target Stores for \$9.99 in the new-music release display starting Tuesday, November 10. Pianist/composer Phil Thompson has produced this album with engineering and recording assistance by the world renown Winterland Studios. Proceeds from the CD will be donated to charities chosen by IBEW Holiday Lights.

Local Artists Singing for Charity

Tim & Kathy Mahoney, The Blenders, GB Leighton, Patty Peterson, Katie McMahon, Mick Sterling, John Trones, Mary Beth Carlson, Matthew Griswold, Ari Herstand, Roster McCabe, Cate Fierro, Wild Colonial Bhoys, Peter Mayer, and Phil Thompson will be featured on the recording.

About

Holiday Lights: IBEW Holiday Lights was developed with the sole purpose of creating fun, affordable holiday events that raise funds to help meet basic life needs for children and adults in the Twin Cities metro area. All of the net proceeds of the CD and Holiday Lights events will be distributed to local charities in the Twin Cities.

The Holiday Lights project involves two unique holiday experiences in 2009: the Holiday Lights in the Park Light Tour at Phalen Park in St. Paul from November 24-December 31; and “Home for the Holidays: A Minnesota Christmas” Concert series, November 27 at the Mall of America and December 10 at the Pantages Theater. For more information please visit: www.lightsinthepark.org

PHOTO/INTERVIEW OPPORTUNITY:

Photos: Photos of spokespeople and of the customers in line will be available at the downtown Target store, Minneapolis

Interviews

- Phil Thompson, IBEW Holiday Lights Music Director and CD Co-Producer
- Vicki Sandberg, IBEW Holiday Lights Marketing Director and Committee Co-Chair
- Lisa Engh, IBEW Holiday Lights Committee Co-Chair

The Event Chairs and Charity Spokespeople will be available to discuss the importance of “Home for the Holidays: A Minnesota Christmas” CD.

When: November 10th at 6:00 a.m.

Where: Minneapolis Target Store – 900 Nicollet Mall, Minneapolis, MN 55402

Charities: Charity recipients will be:

Second Harvest Heartland: The Upper Midwest's largest hunger-relief organization, working to end hunger through community partnerships. SHH distributes more than 48 million pounds of food annually to more than 980 member agencies and programs in Minnesota and Wisconsin. Each \$1 donated provides \$9 in grocery products to our neighbors in need.

Union Gospel Mission: Working to meet the physical, emotional, spiritual, and educational needs of the economically disadvantaged men, women and children of the Twin Cities, through a variety of life-changing programs and services.

Saint Paul Parks Conservancy: Securing resources to enhance parks and recreational opportunities throughout Saint Paul.

UnderConstruction: Teaching youth what it takes to be an employable worker. Introducing high school students to the construction trades to explore the possibilities of a construction career.

Title Sponsor: **The International Brotherhood of Electrical Workers (IBEW)**

The IBEW of the greater Twin Cities is proud to be the "Presenting Sponsor" for the second year. IBEW professional electricians are your neighbors who live in the communities they've worked so hard to build. IBEW Holiday Lights in the Park provides an opportunity to continue their long-standing tradition of giving back. To learn more about the IBEW Power of Professionalism visit www.ibewpros.org.

Partners: **Event Partners** include:

- ***City of Saint Paul:*** Mayor Coleman is excited to see Holiday Lights in the Park become a holiday tradition in the Twin Cities! The Saint Paul Parks and Recreation Department has been instrumental in getting the event launched.
- ***King of Kings Lutheran Church, Woodbury:*** Partnering with IBEW to assemble a top-notch event, King of Kings shares leadership in event management, community outreach, and volunteer coordination. For more information, please visit www.kingofkingswoodburymn.org
- ***Winterland Studios:*** A recording studio known for having the best producers and engineers bar none. The caliber of artists they work with says it all—Prince, Elvis Costello, Sheryl Crow, Alanis Morissette, The Black Eyed Peas, Lenny Kravitz and Doughtry to name a few. Winterland Studios will co-produce and handle the mixing and mastering of the IBEW Holiday Lights in the Park CD.

Contact: Monique Weiss, IBEW Holiday Lights Public Relations
(651)307-8194 / mweiss8194@gmail.com

Vicki Sandberg, IBEW Holiday Lights Marketing Director and Committee Co-Chair
(651)260-3432 / vickis@ibewpros.org

Phil Thompson, IBEW Holiday Lights Music Director
(651)206-2269/phil@philthompsonmusic.com