

## **MEDIA ADVISORY / PHOTO OPPORTUNITY**

**Tuesday, November 24<sup>th</sup>, 2009 at 4:45 p.m.**

IBEW presents Holiday Lights in the Park, Phalen Park – An Event Which Gives Back to the Community

### ***Mayor Chris Coleman joins Sponsors and Charity Recipients in Welcoming and Opening IBEW Holiday Lights in the Park, Phalen Park***

**WHAT:** At a news conference on Tuesday, Nov. 24<sup>th</sup> at 4:45 p.m. at Saint Paul's Phalen Park, Mayor Chris Coleman will join with charity recipients and sponsors to welcome and kick-off IBEW Holiday Lights in the Park which is back for its second year in Saint Paul's Phalen Park. Last year's event attracted more than 40,000 visitors in its first year, raising more than \$50,000 for local charities.

"I am happy to welcome back the IBEW Holiday Lights in the Park, a great addition to the holiday festivities in Saint Paul," Mayor Chris Coleman said. "The holiday light show cheered so many families from around the region last year, and its mission to raise funds for local charities brings to life the meaning of the season."

The event, "Holiday Lights in the Park," is sponsored by the International Brotherhood of Electrical Workers (IBEW). Mayor Coleman will flip the switch to illuminate and open the event while Johnson High School Marching Band and local artists from the CD, "Home for the Holidays: A Minnesota Christmas" Wild Colonial Bhoys gather to perform holiday songs.

#### **Local Artist – Singing for IBEW Holiday Lights in the Park**

#### **Local Choirs – Singing for IBEW Holiday Lights in the Park**

Local choir groups will be performing at the grand opening of Holiday Lights in the Park. Attendees will hear from: Johnson High School Marching Band and local musicians Wild Colonial Bhoys.

#### **About**

**The Event:** Visitors will enjoy a spectacular array of more than 50 larger-than-life holiday light sculptures and animated displays every evening as they tour Saint Paul's beautiful Phalen Park, in the comfort of their automobiles. The drive is just over one-half mile in length, bordered by Lake Phalen and Phalen Golf Course.

IBEW Holiday Lights in the Park will run during Minnesota's winter holiday season opening on Nov. 24 and continuing through Dec. 31. Daily tours are from 5:30 pm to 10:00 pm. Sightseers will pay a vehicle entrance fee of \$8.00 Sundays – Thursdays and \$10.00 on Fridays, Saturdays and holidays. All net proceeds of the event will be distributed to local charities in the Twin Cities.

#### **PHOTO/INTERVIEW OPPORTUNITY:**

**Photos:** Displays will be available for live photo shots

#### **Speakers:**

- Mayor Coleman, St. Paul Mayor
- Vicki Sandberg, Marketing Director, IBEW and Committee Co-Chair, Holiday Lights in the Park
- Lisa Engh, IBEW Holiday Lights Committee Co-Chair
- Pastor Ralph, Pastor, King of Kings Church
- Phil Thompson, IBEW Holiday Lights Music Director
- Wild Colonial Bhoys, Artists from CD "Home for the Holidays: A Minnesota Christmas"

Charity Spokespeople:

- Rob Zeaske, Executive Director, Second Harvest
- Ken Peterson, Executive Director, Union Gospel Mission
- Jim Olsen, Executive Director, St. Paul Park Conservancy
- Pat Wagner, UnderConstruction

The Event Chairs and Charity Spokespeople will be available to discuss the importance of Holiday Lights in the Park

**WHEN:**       **Grand Opening/Press Conference: Nov. 24<sup>th</sup> at 4:45 p.m.**

**WHERE:**       **Phalen Park** – Across from the Phalen Park Golf Course Club House in Saint Paul at 1615 Phalen Drive East. The park is located at the intersection of Arcade Street and Wheelock Parkway.

**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](http://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](http://www.kingofkingswoodburymn.org)

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