



# 15th Annual Atwater Village Christmas Tree Lighting Ceremony

## FACT SHEET

On Thursday, December 6, 2007, the Atwater Griffith Park Chamber of Commerce will once again launch into the spirit of the season with the 15th Annual Atwater Village Christmas Tree Lighting Ceremony. With a completely new tree-lighting committee already working like busy elves, this year promises to be the most spectacular in the event's history.

### **The Tree**

In the median of Glendale Blvd. as it passes through Atwater Village, towers an 80 year old California Redwood Tree. At fifty feet tall, this tree can be seen from as far away as the Hyperion Bridge to the West, and serves as a distinct landmark for those traveling from the East. We are especially pleased that we are able to incorporate this living monument into our holiday tradition every season.

For the first time this year, the Chamber of Commerce is accepting corporate sponsorships for the Tree Lighting. A planned 90 multicolored, 25-foot, 'C9' light strands (that's 2,250 lights!) will be supplemented by 90 additional 25-foot strands of white "sparkle" lights. To enhance and multiply this spectacular illumination, approximately 100 large-scale ornaments in reflective gold and silver will adorn the branches. The tree will be completed by a 4 foot tall, illuminated "Bethlehem" star at the very top, finishing what is sure to be a glittering, glowing, ode to the season that all of Atwater Village's businesses and residents can be proud of.

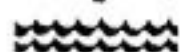


### **The Event**

As is past years, the premiere lighting of the Christmas Tree will be accompanied by a Christmas Festival in the Wells Fargo parking lot at 3250 Glendale Blvd. Commencing at 6:30 p.m., the evening's program is scheduled to include children's choirs from local schools, performances from local dance academies, and traditional Christmas harmonies by the Tam O'Shanter Singers. Council President Eric Garcetti and Councilmember Tom LeBonge will be in attendance, and resident television star Catherine Dent ("The Shield") will preside as Master of Ceremonies. Santa Claus himself is scheduled to arrive via firetruck, heralding the lighting of the tree at approximately 8:00 p.m.

### **Sponsorships**

Please help make this event possible by becoming a sponsor at the Gold, Silver, or Bronze level. All sponsors will receive a window placard marking your sponsorship level to proudly display at your place of business. In addition, sponsors will be listed in all publicity materials, including the main promotional poster, and in the evening's program. Gold and Silver sponsors will receive personal acknowledgments during the event. Please see the attached form for more details.



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