



P R E S S R E L E A S E

For immediate release
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Ahwatukee's Biggest Event – Festival of Lights Kick-Off Party Set for November 24

Phoenix, AZ, October 23, 2007 – The 12th Annual Festival of Lights Kickoff Party on the Saturday after Thanksgiving (November 24th) is just around the corner and organizers are in full swing with event logistics. The one-day event draws over 20,000 people and kicks off the holiday season with a party to celebrate the white light display along Chandler Blvd., which this year is going “green” with energy-efficient LED lights.

Outstanding Entertainment Lineup!

Some exciting entertainment will be on the bill this year – including a performance by the NHL Coyotes Pack Dancers and Ahwatukee's own Karnage, a metal band of DVHS students selected to be on Alice Cooper's 2007 Christmas Puddin' compilation CD. Other high school groups include DVHS Step Core, DVHS Salsa Club & DVHS Dance Team. A group of 5th graders, the Mallet Masters, from Kyrene de las Brisas in Chandler will also be in Restaurant Row with an engaging xylophone performance. The closing band will be Shine, whose members reside in Ahwatukee and Chandler. The full entertainment schedule is posted at www.FOLAZ.org.

Volunteers Needed!

The Festival of Lights is in need of nearly 300 volunteers to help pull off this event. Shifts are broken down into 3-hour blocks: 10:30am-1:30p, 1:30p-4:30p, 4:30p-7:30p and breakdown from 7p-10p. Volunteers are particularly needed in the later two shifts. Teens in need of community service hours are used in addition to adults from the community. Interested parties should visit the Volunteer Info section of the website at www.FOLAZ.org or call 480-460-6169. We also have opportunities now for those who will be out of town over Thanksgiving.

Wreath Auction and Wish Trees for Charity

Back by popular demand is the Silent Wreath Auction and back after a successful inaugural year are the Wish Trees for Charity in Santa's Village benefiting three local charities. The charities are The Melonhead Foundation (www.melonhead.org), Ahwatukee Kiwanis Chapter (www.kiwanisahwatukee.org) and Y-OPAS (Outreach Programs for Ahwatukee Seniors). Each charity will have a full-size Christmas tree in Santa's Village decorated with “wishes” written on cards attached to ornaments. A donor will be able to read the wishes and take one from the tree to fulfill. After the event on November 24, the trees will each be moved and then displayed through December to one of three local restaurants to increase the life of the donation period beyond the one day event.



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These restaurants will also serve as drop-off points for the donated items. The restaurants partnering with the Festival of Lights to benefit the charities are:

Hooters, located at 48th/Chandler Blvd. in Ahwatukee – hosting The Melonhead Foundation tree

Rock Bottom Brewery, located at 50th/Ray Rd. in Ahwatukee – hosting the Kiwanis tree

Outback Steakhouse, located at 54th/Ray Rd. (near I-10) in Chandler – hosting the Y-OPAS tree

Hooters and Rock Bottom Brewery are carrying over this idea to their other locations in the Valley as well.

Crafter's Row of 100+ Artisans

Marketplace Street really does become a marketplace with over 100 crafters to help you with your holiday shopping. A preview list of artisans will be on www.FOLAZ.org in early November.

Harley Parade Finale

The traditional Harley-Davidson Parade finale will descend upon the park about 6:00pm with over 100 riders escorting Santa and Mrs. Claus to declare the Holiday Season open.

Free Parking and Free Shuttles

Parking at the park and in surrounding neighborhoods is limited. Free parking is available at 2 different lots and free shuttles provided. The lots are:

Altadena Middle School/Cerritos Elementary on Desert Foothills Parkway just north of Chandler Blvd.

YMCA at Ahwatukee Foothills at Liberty Drive and Desert Foothills Parkway

All Aboard America shuttle buses will run constantly between both locations and a drop off point near the park.

Visit www.FOLAZ.org for a shuttle map.

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