



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

For immediate release

Contact: Dixie Prosser
480-252-2010
admin@folaz.org

**Festival of Lights, “WE WILL SURVIVE!!”
Overwhelming Support from the Community Will Keep FOL Going**

Phoenix, AZ, January 16, 2008 – The Festival of Lights held a community meeting on Tuesday, January 15, in order to enlist new people to serve on planning committees for the groups social events that help to fund the white light holiday display. The group had maintained itself over the past 13 years largely through about 20 of dedicated volunteers. But in recent years, those volunteers began to get burnt out and needed breaks for various personal reasons. “There’s no drama behind anyone stepping down, it’s not because of the stolen generators, it’s just that we need a break,” said Jim Crouch who has served as President for the past 5 years.

“We had hoped 30-40 people would show up, and expected half of those would volunteer to be on a committee,” said FOL Admin Director Dixie Prosser. “But we had nearly 70 people and standing room only and that’s a good problem to have!” she added. Fifty-one people signed up to serve on sub-committees and eighteen signed up to be part of the “Admin Army” – a group that is willing to help with random at-home tasks as they arise, but cannot serve on a committee. “We were extremely pleased with the turnout, and it just confirms what we all thought, that Ahwatukee is a great community,” Prosser added.

In order to avoid future burnout, the structure of the group was changed to allow for the jobs to be broken into smaller, more manageable pieces. “In the past, out of necessity, one person would manage an area and now there are 5 or 6 for that same duty. For example, one person responsible for sponsorship sales would create the opportunities and packets to send out and do the follow up and do the logistics of ordering signs, etc. Now the whole area can be broken up so that the task loads are smaller and more people are able to contribute,” said Prosser. The Winetasting Festival was broken up into 6 different sub-committees and the Kick-Off Party was broken into 7 sub-committees. Twenty-nine new people will be helping to plan the Winetasting Festival, scheduled for Saturday, June 7, 2008. Twenty-three new people signed up to help with the Kick-Off Party on Saturday, November 29, 2008.

###