

36th annual Light Up Louisville is set for Friday

Beloved holiday tradition kicks off Holiday in the City

Louisville, KY (November 23, 2016) – A beloved Louisville tradition continues this week as Light Up Louisville returns for its 36th year on Friday, Nov. 25, kicking off the month-long celebration of Louisville’s Holiday in the City.

Residents from all over the city, along with friends, family and visitors, are expected to attend the annual celebration on Friday, which includes a full day of activities in downtown Louisville.

The festivities continue until Dec. 23, as Holiday in the City, a gift from MainSource Bank and powered by LG&E, provides family-friendly fun with an ice skating rink at Holiday Square, shopping at the Holiday Market, and free entertainment at 4th Street Live!

Light Up Louisville will begin at 11 a.m. Friday with ice skating at Holiday Square, located at Fourth and Jefferson streets. A 60-minute skating session with skate rentals is \$10 per person. The rink will be open through Jan. 15.

Starting at 2 p.m. Friday, visitors can travel from Holiday Square and follow the Gum Drop Trail to the Holiday Market. The market, hosted by Fourth Street Live!, features custom-built vendor chalets that sell unique-custom gifts, holiday decorations, sweets and more, including items from Myroslava Creations, an international holiday gift vendor from Ukraine.

Local businesses along the Gum Drop Trail – a path identified by sidewalk decals that run from Market Street, through 4th Street Live! to Broadway – will offer special discounts and deals. Shoppers who collect three Gum Drop discounts from these local businesses can enter into a weekly drawing for prizes, which include gift cards, Louisville swag and more.

After walking along the Gum Drop Trail on Friday, visitors can take part in the annual **Run, Run Rudolph 5K** at 4 p.m. Registration is open at www.headfirstperformance.com. Participants are encouraged to dress in festive holiday attire, and reindeer antlers are highly encouraged!

The main stage on Jefferson Street will feature live entertainment until the start of the Lots of Lights parade at 7 p.m. The parade will start at Fifth and Jefferson streets and proceed east on Jefferson, and then through Fourth Street Live! before ending at Chestnut. The parade will feature more than 130 participants, including floats, bands, carolers, car clubs, children’s groups and civic organizations.

Steve Buttleman, official bugler for Churchill Downs and the Kentucky Derby, will be the grand marshal. Louisville’s own Dave Moisan, a recent and popular contestant on NBC’s “The Voice,” will be the honorary grand marshal and will headline Light Up Louisville entertainment.

Santa Claus will arrive at the conclusion of the parade, as he, Mayor Fischer and Louie the Lightning Bug illuminate the city Christmas tree and lights throughout downtown Louisville. Santa will be available after that for free pictures from 8:30 to 10:30 p.m. at a Holiday Market chalet near Liberty Street.

Holiday in the City continues until Dec. 23 with various events, Thursday through Sunday. Each Thursday, a local charitable organization will be featured, with the goal of spreading compassion throughout the city.

Toys for Tots is the first charitable organization recognized during Holiday in the City, on Thursday, Dec. 1. During a 12-hour period that day, the Mayor is challenging the community to break the world

record set last year, of 6,223 donated toys.

Also during Holiday in the City, 1200 LLC has programmed live entertainment and family-friendly activities on Fridays and Saturdays at 4th Street Live!, including some of Louisville's most talented local bands, family-friendly art activities and Sunday holiday movie showings.

Holiday in the City is a gift from MainSource Bank, and powered by LG&E. Additional sponsors include: Louisville Convention and Visitors Bureau, Fourth Street Live!, Ford/UAW, Beam Suntory, MetroPCS, Kroger, Hines Management, Hyatt Hotel Louisville, Louisville Magazine, The Courier Journal, Outfront Media, USA Image, WLKY and 106.9 Play.

The Mayor's Office of Special Events is working with the Louisville Downtown Partnership (LDP) on coordinating all aspects of Holiday in the City.

Mayor Fischer urges people to share their photos and enter into the Holiday in the City photo contest by using hashtag #HoLouDay on social media.

Find available parking, event details, and more when you download the EQ Louisville App on your iPhone or Android today.

Media: See shot list and media clips below.

For more information, go to: www.louisvilleholidayinthecity.com

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Shot Sheet for Light Up Louisville

November 25th, 11 a.m. to 11 p.m.

11a.m. to 11p.m.

Skating Rink open – Fourth and Jefferson Streets

2 p.m. to 10 p.m.

Chalets open – Liberty to Ali (through Fourth Street Live!)

4 p.m.

Run, Run Rudolph 5K – Starts on Jefferson in front of Main Stage

7 to 8 p.m.

Lots of Lights Parade - Parade Units – Starts on Jefferson in front of Main Stage, goes through Fourth Street Live! and disperses at Chestnut

- **Different Units**
- **Crowd shots**

7:40 to 8 p.m.

Dave Moisan – Main Entertainment Stage at 4th and Jefferson Street

8 to 8:15 p.m.

Santa's Arrival and the actual Light Up moment! Main Stage at 4th and Jefferson Street.

- **Santa's Float**
- **Mayor on Stage**
- **Louie the Lightning Bug**
- **LG&E presentation of the check**
- **Mayor and Santa plugging in the 'Magic Plug'**

8:30 to 10:30 p.m.

Free pictures with Santa - Chalet in Holiday Market at Liberty and Fourth Street

CLIPS for Media use:

LUL 5 seconds - <http://intel.ly/2gAWvRg>

HIC 5 seconds - <http://intel.ly/2glHtvW>

HIC 10 Seconds - <http://intel.ly/2ggR9tW>

More information at <http://louisvillesholidayinthecity.com>