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**ARIZONA'S LARGEST HOLIDAY DRIVE-THRU LIGHT SPECTACULAR
COMING TO NORTH PHOENIX**

"Illumination" opens November 15, debuts only 30-foot spiral tree light sculpture of its kind in the U.S.

PHOENIX (October X, 2017) – Illumination: Symphony of Light, Arizona's largest holiday drive-thru light show is set to debut November 15, 2017 in the North Valley, creating an unforgettable experience for the whole family. Illumination uses the most advanced hardware and software lighting in the world; creating a more than one-mile driving attraction that will immerse visitors in millions of holiday lights carefully synchronized to joyful holiday classics played over their FM dials.

The approximately 25-minute spectacular drive through Illumination will showcase beloved holiday icons and will culminate at the Holiday Boulevard, a winter playland that includes an impressive 30-foot spiral tree light sculpture (the only of its kind in the U.S.), walk-thru ornament, giant snowman, Santa's village, kid's jumper land, food trucks, selfie stations and other merry memory-making experiences.

Envisioned and brought to the Valley by Phoenix businessmen Simon Kreisberger and Ronny Urman and their team, Illumination's magic is not only in its spectacular symphony of sight and sound, but in its accessibility for all families. Admission to the attraction is just \$29.50++ per car, and admission to the optional Holiday Boulevard is just an additional \$10 per car.

"We know that the holidays can be costly at times, and wanted to create an opportunity for our community to rejoice and truly enjoy the holiday spirit without adding additional financial concern," said Sallyann Martinez, Illumination director of marketing. "We are grateful for the experiences that living in Arizona provides for our families, and hope that we can create a magical new tradition for our community in return."

The attraction will run nightly beginning at 6 p.m. from November 15, 2017 through January 14 2018, and a portion of each admission will benefit Phoenix Children's Hospital. Illumination also plans to provide additional fundraising opportunities to several non-profit and school organizations. To partner with Illumination for a fundraising opportunity, contact info@illuminationaz.com.

To purchase advance tickets at \$29.50++, visit www.illuminationaz.com. Tickets are also available at the gate at a cost of \$32.00++ per car. A special holiday rate of \$32.00++ is also applicable from December 22-31.

About Illumination

Illumination is located at 27701 N. Black Canyon Highway in Phoenix, Ariz., conveniently located off of the service road at I-17 Freeway and Jomax Road, just minutes north of the Loop 101. Follow Illumination on Instagram, Facebook and Twitter for news and updates, or visit www.illuminationAZ.com.

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