

MEDIA CONTACT:

Lisa Cardinale | ANDERSON Advertising & PR
(623) 261-7011 | lisacardinale@anderson-adv.com

**ARIZONA'S LARGEST HOLIDAY DRIVE-THRU LIGHT SPECTACULAR
LAUNCHES THIS WEEK IN NORTH PHOENIX**

Illumination debuts November 15

PHOENIX (November 14, 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, including RGB LED lights, which have the ability to be customized to sixteen million different shades of color per bulb. This type of technology helps create a visually stunning, 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 culminate at the Holiday Boulevard, a winter playland that includes an impressive walk-thru ornament, giant snowman, Santa's village, post office to write letters to our troops, five children's bounce-houses, interactive light attractions, a variety of delicious 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 families. Admission to the attraction is just \$29.50++ per car and access to the festive Holiday Boulevard is included with each admission.

"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.

About Illumination

Illumination is located at 27701 N. Black Canyon Highway in Phoenix, conveniently located off of the service road at I-17 Freeway, just north of Jomax Road.

Follow Illumination on Instagram, Facebook and Twitter for news and updates, or visit www.illuminationAZ.com.

###