



## FACT SHEET

### *The North Phoenix Attraction:*

Illumination: Symphony of Light is the world's largest drive-thru holiday light spectacular, masterfully synchronized to holiday music and video, utilizing the latest in world-class technology and computer programming. These effects create an amazing, family-friendly experience that will ignite the holiday spirit in both young and old alike.

- **Length of drive:** Approximately one mile
- **Size:** Nearly two million RGB LED lights, which each have the capacity to be customized to 16 million shades of color, located on 14 acres in North Phoenix
- **Location:** Illumination North Phoenix is located off of I-17 just north of Jomax Road
  - The attraction's address is 27701 N. Black Canyon Highway in Phoenix
- **Dates:** Open nightly at 6 p.m. from November 14, 2018- January 5, 2019
- **Tickets:** Online tickets for cars, trucks and SUVs are only \$29 and tickets are also available at the gate for \$35. Buses, limos or RV's are \$59 online or \$65 at the gate
  - **Price is per car**, not per person, making Illumination one of the most affordable holiday memory-making experiences in the Valley
- **Charity:** A portion of all ticket proceeds will benefit Banner Children's Medical Centers and visitors to Illumination Phoenix's Holiday Boulevard may also bring new toys for donation to Banner Children's patients this holiday season
- **Website:** To purchase tickets and learn more about Illumination: Symphony of Light, visit [www.worldofillumination.com](http://www.worldofillumination.com).

### *Holiday Boulevard Marketplace at North Phoenix:*

- At the end of the spectacular drive-thru awaits a larger-than-life Holiday Boulevard Marketplace with new 2018 attractions including:
  - Santa's Arctic Adventure, the world's largest holiday-themed inflatable obstacle course measuring 350 feet long and 19 feet high
  - Three custom-designed toddler bounce houses
  - Picture opportunities with Santa
  - Glow area
  - Face painting
  - Airbrush tattoos
  - Arts and crafts
  - Elfie selfie station
  - Youth For Troops card decorating station
  - Tasty holiday eats and treats
- This year, there is no requirement to purchase a ticket to Illumination to access the Holiday Boulevard Marketplace; both admission and parking are FREE



### ***The Tempe Attraction:***

- **Length of drive:** Approximately one mile
- **Size:** Nearly two million RGB LED lights, which each have the capacity to be customized to 16 million shades of color, located on 6 acres in Tempe
- **Location:** 2200 W. Alameda Drive, Tempe in the Tempe Diablo Stadium parking lot
- **Dates:** Open nightly at 6 p.m. from November 16, 2018- December 31, 2018
- **Key Features:** Santa's Portal, a 500-foot LED super tunnel which holds the record of being the largest drive-thru tunnel in the country
- **Tickets:** Online tickets for cars, trucks and SUVs are only \$29 and tickets are also available at the gate for \$35. Buses, limos or RV's are \$59 online or \$65 at the gate
  - **Price is per car**, not per person, making Illumination one of the most affordable holiday memory-making experiences in the Valley
- **Charity:** A portion of all ticket proceeds will benefit Banner Children's Medical Centers
- **Website:** To purchase tickets and learn more about Illumination: Symphony of Light, visit [www.worldofillumination.com](http://www.worldofillumination.com).

### ***Fun Facts:***

- Both Illumination attractions are comprised of nearly two million RGB LED lights
- RGB LED lights utilize world-class technology that allow each bulb to be customized with sixteen million colors
- Holiday Boulevard is as long as an NFL football field
- Illumination's 30-foot snowman in Tempe is four times as tall as Shaquille O'Neal
- For downloadable media materials including high-resolution photographs and videos, please visit the media section of the Illumination website at [www.worldofillumination.com](http://www.worldofillumination.com).

### ***Social Media:***

- Facebook at [@worldofillumination](https://www.facebook.com/worldofillumination)
- Twitter [@IlluminationAZ](https://twitter.com/IlluminationAZ)
- Instagram [@IlluminationAZ](https://www.instagram.com/IlluminationAZ)