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## **The World's Largest Animated Holiday Light Show Returns to North Phoenix for Second Year, Opens New Tempe Location on Heels of 2017 Success**

*Illumination: Symphony of Light to Debut Two All-New Experiences this November*

**PHOENIX (September 25, 2018)** – Following an extremely successful inaugural year, *Illumination: Symphony of Light*, the world's largest animated holiday drive-thru light spectacular in North Phoenix, recently announced plans to not only return to its original location off the I-17 and Jomax Road in 2018, but to also add a second location in its sophomore year. Co-creators, Yakir Urman and Simon Kreisberger plan to introduce a whole new experience that will give Arizona residents of all generations two different holiday light displays to enjoy this season.

The latest setting to debut at Tempe's Diablo Stadium will launch November 16, while the original North Phoenix location is scheduled to open to the public two days earlier on November 14. Both holiday attractions will operate nightly throughout the holiday season.

"We were simply overwhelmed by the positive response we received from families during our first year in North Phoenix," said Yakir Urman, partner. "We saw so many smiling faces and wide-eyed children that we felt inspired to add a new location and experience this year in the southern part of the Valley."

Approximately 76,000 vehicles drove through the festive, illuminated display in 2017, creating extraordinary memories for families across the state. At both locations, *Illumination* will continue to use the hottest cutting-edge hardware and software lighting equipment in the world, showcasing RGB LED light displays, which have the ability to be customized to display sixteen million different shades of color per bulb. This type of equipment produces visually magnificent effects that will mesmerize visitors as nearly two million dazzling lights, including dancing candy canes, twirling gingerbread men and giant fluttering snowflakes become perfectly synchronized to holiday tunes and festive hits played over cars' FM dials.

Each 25-minute spectacular drive-thru attraction will showcase unforgettable holiday icons and breathtaking illuminated drive-thru tunnels. In fact, Tempe will reveal "Santa's Portal," a 500-foot LED super tunnel, the largest drive-thru light tunnel in the country. The stunning portal will display vibrant lighting effects that will swirl around cars in sync with catchy holiday favorites.

North Phoenix's location will introduce a new 100-foot-wide nativity scene, along with an expanded Holiday Boulevard Marketplace. This spacious area is a winter wonderland designed for shopping the latest artisanal gifts from local vendors, sipping hot cocoa, and snacking on funnel cakes, candy apples, brick-oven pizzas and other tasty treats. This year, the Holiday Boulevard Marketplace will continue to offer FREE parking and FREE admission, and will now be open to the public without a ticket. An immersive winter wonderland for all ages, it will include impressive walk-thru ornaments, Elfie selfie stations and a post office to write letters to our

troops. It will also include paid experiences like Christmas-themed bounce houses for the kids, ornament and gingerbread decorating stations, and photos with Santa. A walk down Holiday Boulevard will be sure to put the entire family in a festive spirit and will create the perfect backdrop for holiday photos, cards and of course, a cherished social media post.

Admission to each attraction is just \$29.00++ per car, with discounted pre-sale tickets being released for a limited time of one week, beginning October 2. A special-priced bundle package to visit both locations will also be available for purchase online, and this season, every Tuesday will be double the fun with a "Twice-Thru Tuesday" promotion, offering visitors the option to experience the same drive-thru attraction twice in the same evening for just one price.

"We all have large families and are well aware of how costly the holidays can be," said Urman of Illumination. "For that reason we're truly grateful for the opportunity to provide communities in the Valley with an affordable night out that will be memorable for young and young-at-heart alike. We are eager for Illumination to become a cherished holiday tradition for families in our state for many years to come."

Kreisberger and Urman also plan to continue giving back to the community in 2018, through a planned partnership with proceeds benefiting Banner Children's Hospitals. Last year, the attraction's success spurred a large donation to Phoenix Children's Hospital, along with donations to other noteworthy causes including Wells Fargo Food Bank and the Wounded Warrior Project.

The North Phoenix attraction will open its gates nightly in Phoenix beginning at 6 p.m. from November 14, 2018 through January 5, 2019, while the Tempe location will kick off on November 16 and remain open nightly through December 31.

To purchase advance tickets for only \$29.00++, visit <https://worldofillumination.com>. Due to popular demand, it is highly recommended that guests reserve a date and time for either experience through the website to reduce long wait times. Tickets are also available at the gate at a cost of \$35.00++ per car. Be sure to connect with Illumination on social media for updates, ticket giveaways and additional information throughout the season.

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### **About Illumination**

Illumination is the world's largest animated holiday light show, featuring millions of state-of-the-art lights and displays set to holiday music. North Phoenix 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. Tempe Illumination is located at Tempe Diablo Stadium, 2200 W Alameda Dr, Tempe, AZ 85282.

Follow Illumination on Instagram, Facebook and Twitter for news and updates, or visit <https://worldofillumination.com>.