

**SAN GABRIEL VALLEY'S LARGEST HOLIDAY CELEBRATION RETURNS
COMPLETE WITH 20 TONS OF SNOW, SANTA'S ARRIVAL, REINDEER,
A FESTIVAL TREE LIGHTING AND MUCH MORE!**

OLD PASADENA, Calif., (November 2011) — Old Pasadena celebrates the most wonderful time of the year with free, family-friendly, holiday activities throughout the district starting the day after Thanksgiving, Friday, November 25 from 4:00 P.M. to 9:00 P.M. Join us for a magical tree-lighting ceremony, 20 tons of snow, festive live music, Santa's arrival and much more!

The fun begins at 4:00 P.M. with Old Pasadena's own winter wonderland located on Holly Street between Raymond and Fair Oaks. Kids can play in 20 tons of snow, see live reindeer fresh from the North Pole, ride a holiday choo-choo train, and enjoy live music in this spectacular children's winter playground. Children are also invited to create their own holiday crafts at a free craft area hosted by The Armory Center for the Arts.

Event attendees are invited to then head over to One Colorado at 6:00 P.M. to see Santa arrive to light the gorgeous 35-foot Christmas tree with the regal assistance of the 2012 Rose Queen and her Royal Court. Throughout the evening, One Colorado will host a special holiday choral performance and sing-a-long. Everyone is asked to bring an unwrapped toy or book for the Charles Cherniss Tournament of Toys toy drive, which benefits children throughout the San Gabriel Valley. Children and adults who donate an unwrapped toy or book will receive a free photo with Santa at One Colorado from 6:30 P.M. to 9:00 P.M., on November 25 only. The joyous evening also includes the arrival of Santa's own personal mailbox straight from the North Pole. All season long, children can write their holiday wishes to Santa and he will respond on his personal stationery.

Pasadena's largest holiday celebration is a free community event presented by Old Pasadena Management and One Colorado. The Charles Cherniss Tournament of Toys is presented by the Pasadena Star News and the Pasadena Jaycees.

GENERAL PUBLIC: Please call 626.356.9725 or visit www.oldpasadena.org.

MEDIA: For photos and more information, please contact Kershona Mayo at **626.356.9725** or Kershona@oldpasadena.org

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