

FOR IMMEDIATE RELEASE:

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**A Spectacular Sight. . . Snow in Marin!
The 38th Annual San Rafael Parade of Lights
and Winter Wonderland
Friday, November 24**

SAN RAFAEL, CA – Brrr! Snow returns to Marin and sets the tone for winter fun at the annual [San Rafael Parade of Lights and Winter Wonderland](#) holiday celebration. A day of holiday cheer and activities for all to enjoy, **The Parade of Lights and Winter Wonderland** on Fourth Street between B Street and Lootens in **Downtown San Rafael** features a Holiday Marketplace with unique arts and crafts, live entertainment, children’s activities, the beloved snow-sledding hill, a tree lighting ceremony, and the celebrated Parade of Lights with Santa and his friends - one of the largest holiday parades in the Bay Area. The sledding continues on Saturday, November 25 from 9am to noon (or until snow is no longer safe).

An annual Bay Area tradition, this event brings together those near and far to celebrate and ignite the holiday spirit. The festivities begin at noon on Friday, November 24th when a sledding hill with over 40 tons of snow is constructed on **A Street** between **Fourth Street** and **Fifth Avenue** in **San Rafael**.

Other activities for kids include inflatable jump houses, mini carnival rides and face-painting booths. The **Holiday Marketplace** is open from noon to

8pm (on 4th Street between B Street and Lootens Place); the Parade of Lights with Santa and Mrs. Claus begins at 5:30pm at E and Fourth Streets and travels eastbound down Fourth Street to the City Plaza, just beyond the A Street intersection. Following the parade, Santa, Mrs. Claus and other costumed characters will arrive with the Mayor of San Rafael at the center of town in the City Plaza for the official Tree Lighting Ceremony. Kids will have a chance to meet Santa and friends following the Tree Lighting Ceremony in the Plaza.

The producers of the festival are kindly asking for a \$5 donation to help offset the cost of producing this wonderful legacy event for the community. There will be volunteers in the sledding area and roaming the event site helping with the donation effort. In addition, you can donate on the event website at sresproductions.com.

Tax-deductible contributions will help continue this treasured tradition. Help preserve this great, local event by donating, online or at the event.

Schedule of Activities:

Friday, November 24th 2017

- Snow Sledding: A Street between Fourth Street and Fifth Ave.; noon to 4:30pm and 6:00pm to 8:00pm (kids only)
- Holiday Marketplace, Fourth Street between B Street and Lootens Place; Noon to 8:00pm
- Parade of Lights, Fourth Street from E Street to the City Plaza; 5:30pm (everyone is welcome to join the parade. Parade participants meet in the staging area at E Street and Fourth Street at 5pm)
- Tree Lighting: City Plaza following the Parade of Lights

Saturday, November 25th, 2017

- Snow & Kids Activities 9:00am to noon (or until snow is no longer safe)

More than 35 exhibitors, merchants, sponsors and restaurants participate in the annual festivities, held on one of the biggest shopping weekends of the year. Please visit the website to view the list of participants.

To sponsor or donate and help continue the Parade of Lights tradition, please contact Steven Restivo Event Services at 800-310-6563 or donate [online](#). The San Rafael Parade of Lights and Winter Wonderland is FREE, but contributions made to donation boxes on-site are greatly needed and appreciated.

The event is produced by Steven Restivo Event Services, Inc. For more information about the event call 800-310-6563 or visit SRESproductions.com or downtownsanrafael.org.

For parking and transportation needs visit www.511.org.

Sponsors of the 2017 event include:

TBD

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