FOR IMMEDIATE RELEASE:

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35TH ANNUAL PARADE OF LIGHTS SET FOR DOWNTOWN DENVER

One of the region's most popular holiday traditions is about to celebrate 35 years of entertaining families and filling the streets of Downtown Denver with holiday cheer. The 9NEWS Parade of Lights, presented by American Furniture Warehouse and GO Automotive Group, will take place Friday, December 4th at 8 pm and Saturday, December 5th at 6 pm.

The parade will feature the area's top high school marching bands, dazzling floats and magical specialty units, impressive giant balloon characters, a stagecoach and horse-drawn carriages illuminated with sparkling lights and special performances that make the world's holiday and cultural traditions come to life. It will also feature the first collegiate marching band to perform in the parade and appearances by many of Colorado's popular sports team mascots.

Contest to Name the Penguin Mascot

As part of the festivities surrounding the 35th anniversary of the Parade, American Furniture Warehouse is launching the "**Name the Parade of Lights Penguin Contest**" where children 12 years of age and younger can suggest names for the event's popular penguin mascot. The winner of the contest will receive courtesy of American Furniture Warehouse:

- $1,000 contribution to a college savings account
- Special seating for 8 in the Parade Grandstand section
- $500 American Furniture Warehouse Gift Card
- A stuffed American Furniture Warehouse Tiger

All entries must be received by November 20th, and can be submitted in-store at any of American Furniture Warehouse's 12 locations, or online at www.DenverParadeofLights.com or at www.AFWonline.com.

Grandstand Seating

Secure the best views of the Parade by getting your Grandstand seat tickets today!

The Grandstand seats are located in front of the beautiful backdrop of the City & County Building along Bannock Street. Tickets are now on sale—purchase these tickets for your family and friends today!

(see page 2)

Presented by

www.AFWonline.com

Automotive Group

Produced by
Downtown Denver Events, Inc.

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How much are Grandstand tickets?

Adults and children 13 and older	$17
Children ages 2 to 12	$13

ALL TICKETS ARE $17 ON THE DAY OF THE EVENT
* Children under 2 are free when they sit on the lap of an adult

How do I purchase Grandstand tickets?
Purchasing grandstand tickets is easy, with three separate ways to purchase:

PHONE - Call 1.866.464.2626
IN PERSON - Purchase at any King Soopers or City Market.
ONLINE - Click on the "grandstand tickets" tab at www.DenverParadeofLights.com, to purchase online through TicketsWest.

The Parade Needs Your Help

For 35 years, the parade has been one of Colorado's biggest and brightest holiday traditions. The parade is produced by a non-profit organization, Downtown Denver Events which is part of the Downtown Denver Partnership family. In addition to the generous support of the parade sponsors, donations from the community are critical in raising enough funding for the parade. Donations of any amount will help preserve this free community event. You can help continue the legacy of the Parade of Lights by making a tax deductible contribution online at www.DenverParadeOfLights.com or by calling 303.534.6161 for more information.

*The 35th Annual **9NEWS Parade of Lights**, presented by **American Furniture Warehouse** and **GO Automotive Group**, takes place Friday, December 4 at 8:00 p.m. and Saturday, December 5 at 6:00 p.m.*

In addition to 9News, American Furniture Warehouse and GO Automotive Group, additional sponsors for the Parade include Associate Sponsor Humana, and Supporting Sponsors AfterOurs Urgent Care, Colorado Department of Public Health and Environment, Colorado State University, The Crazy Merchant, Downtown Denver Partnership, Inc., Faith Bible Chapel and the Archdiocese of Denver, HICO Distributing of Colorado, KeyBank, Mobile View, Stay the Trail, Wells Fargo and Xcel Energy. Media sponsors are The Denver Post and KOSI 101.1, 99.5 The Mountain, Alice 105.9 and Studio1430 KEZW AM.

The Parade is produced by Downtown Denver Events, Inc. (DDE). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes and promotes public parades, festivals, concerts, exhibits and other events within the downtown Denver area.