

THE LARGEST CHRISTMAS FESTIVAL IN THE PNW



*The Lights  
of  
Christmas*

**MEDIA KIT**

**2019**



**THEATRE**



**FESTIVAL**



**LODGING**



**FEATURED ON**

SEATTLE REFINED  
COASTAL LIVING  
K5 EVENING MAGAZINE  
TRAVEL+LEISURE MAGAZINE  
2016 TOP 100 EVENT (ABA)  
USA TODAY 10 BEST READER'S CHOICE

800-228-6724

[www.TheLightsofChristmas.com](http://www.TheLightsofChristmas.com)

20800 Marine Drive, Stanwood, WA

1 hour North of Seattle & South of Bellingham

★ Light Displays ★



★ Children's Activities ★



★ Live Entertainment ★



★ Holiday Shopping ★



# A Magical Christmas Experience!



Experience the magic of the holidays at *The Lights of Christmas* Festival. This family-friendly event brings excitement and joy to people of all ages with more than one million lights in dazzling displays, live entertainment, children's activities, shopping, food, and more! Theatre and overnight options enrich the Christmas experience at this magical event.



15 acres of event area decorated with Christmas lights



23 years the event has been in operation



13,000 volunteer hours for set-up and event each year



72,500 average yearly attendance for the past 5 years



91,800 hot, fresh, mini-donuts consumed



1,200,000 light bulbs, at least, that is where we stopped counting



1,179,390 total number of guests since *The Lights of Christmas* started in 1997



Fans 24,000+



Followers 740+



Followers 2,286+



Views 25,000+



Pageviews 3.6+ M

## FEATURED ON:



MEDIA CONTACT: CARL KULPER  
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THELIGHTSOFCHRISTMAS.COM/PRESS-ROOM





# Festival

Stroll through this Christmas wonderland filled with over one million lights in various creative displays. Enjoy fun activities with your kids or grandkids. Listen to live music, do some holiday shopping, and more. It's **an experience that brings the Christmas spirit to life!**



## 5 Entertainment Stages

Performances by local community groups.



## Activities

Train Ride, Light Maze, Petting Farm, Pony Rides, Santa, Bruce the Spruce, the talking tree – and more!



## Food, Snacks, and Beverages

Food venues with full menu options and several outdoor food vendors.



## NEW this year

Event opens the day after Thanksgiving - November 29!

*“The Lights of Christmas has become an annual event for my family!”*  
- Danielle, 2018 Attendee

VISIT [WWW.THELIGHTSOFCHRISTMAS.COM](http://WWW.THELIGHTSOFCHRISTMAS.COM)  
CALL REGISTRATION DEPARTMENT AT 360-652-7575 OR  
TOLL FREE 800-228-6724 EXT. 2282

## NEW FEATURES



**Mrs. Claus' Bakeshop:** a nostalgic reminder of the smells and tastes of Christmas! Cookie decorating, and fresh made-from-scratch baked goods available for purchase.



**Bayside Wharf Facade:** reminiscent of a harbor-side boardwalk in Maine, this 8 foot high 100 foot wide display adds charm to the Bayside area of the event.



**Shooting Star Display:** shimmering lights with glimmering tails to add more sparkle to the Starlight area.



**Canopy of Lights:** canopy of cascading LED lights coming from the base of the star at the top of Cedar Lodge, which is the highest star in *The Lights of Christmas* event!

\*Did you know? Many of the displays are designed and manufactured by *The Lights of Christmas* staff, and some in collaboration with local artists.

Nov. 29-Dec. 1, 5-8, 12-15, 18-23, 26-29; 2019  
Pay what you can nights Dec. 5, 12, 29

20800 Marine Dr • Stanwood, WA 98292  
1 hour North of Seattle & South of Bellingham



# Theatre

Created with Christmas spirit, Theatre at *The Lights of Christmas* is a perfect opportunity to add something special to your holiday plans. Enjoy entertaining live theatre and elegant food at either Dinner Theatre or Sunday Dessert Matinee.

## ***A Christmas Cactus***

by Eliot Byerrum

Comedy, mystery and romance converge in this charming contemporary Christmas tale where goodwill and justice triumph! Take a comical journey with Cactus O'Riley as she solves mysteries, delivers small miracles and takes a second chance on love and sleuthing. Holiday cheer for ages 8 and over.

Produced by special arrangement with Samuel French, Inc.



“ *The theatre was spectacular!* ”  
- 2018 Attendee

Price, dates, and group rate information available online or by phone.  
[www.TheLightsofChristmas.com](http://www.TheLightsofChristmas.com) | 800-228-6724 ext. 2282



# Lodging

Enhance your experience by staying the night at *The Lights of Christmas!* Each lodging selection is uniquely decorated in its own theme. Many families make this an annual holiday tradition. Lodging can accommodate the weekend getaway to the family get-together, and even large groups!

 Lodging options  
for 4 to 33 people

 Options  
to fit most budgets

 Includes festival  
admission and hot breakfast

*“ I loved the ambience  
of my room! ”*  
- Jeanne, 2018 Overnight Guest

Price, dates, and group rate information available online or by phone.  
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## Food:

1,200 gallons of hot cocoa in 2018

91,800 mini-donuts consumed

## Volunteers:

2,700 of shifts worked by volunteers over the entire event

13,000 volunteer hours worked

15 volunteer groups from church and civic organizations

## How it works?

18,000 light strands

50,000 zip ties used in decorating

1,200,000+ light bulbs

85 days to set-up the event

## Fun Facts

### How did *The Lights of Christmas* get started?

One of the Board members of Warm Beach Camp and Conference Center wanted a way to reach the community during the Camp's slower season (Thanksgiving through New Year's). After experiencing Nashville's Opryland Theme Park's lighted event "Christmas in the Park," he started to wonder if Warm Beach Camp and Conference Center could incorporate a similar event into its programming. In 1996, a team of four staff members visited "Christmas in the Park" to see if this was a way they could reach out to the community during the holiday season. After many staff and board meetings, the decision was made to launch the first event in 1997, which is now known as *The Lights of Christmas*.

### Where do attendees come from?

About half of our guests come from Snohomish County. Another 30% of our attendance comes from Skagit and King Counties. Guests come from all over the Puget Sound and Lower Mainland in addition to more distant places in the U.S., Europe, Australia, South America, Africa, and Canada. *The Lights of Christmas* is a Puget Sound event with international appeal.

### Do you purchase new lights every year?

We purchase approximately 1/3 of our lights (about 330,000 lights) every year. We also have volunteers who work throughout the year sorting, testing, and repairing lights.

### Where do you put all the lights and decorations after the event?

Everything goes into storage like a jigsaw puzzle and doesn't come out until the next year, unless it's a light getting tested. Between closets, storage units, and shipping containers, everything finds a home.

### How long does it take to decorate for the festival?

We begin hanging lights in early September, and work with seven people, five days a week, until opening day. In addition, there are three full time year-round staff, and volunteers who help with a variety of projects to transform the grounds into a Christmas wonderland.



# Home of *The Lights of Christmas*

*The Lights of Christmas* Festival was started in 1997 and is an event of Warm Beach Camp and Conference Center, a 501(c)3 nonprofit located in Stanwood, WA.

Serving the greater Puget Sound since 1956, Warm Beach Camp is focused on being a place of refreshment and encouragement to people of all ages. There are a variety of camps and retreats for youth and families, adults with special needs, as well as equestrian camps and lessons, therapeutic horsemanship classes, and outdoor education. Warm Beach Camp provides year-round facility rentals and event planning services for churches, schools, and other non-profit groups.

*"We had a great week with great support at a world-class venue. Thank you!"*

- 2019 Facility Rental Leader

Warm Beach Camp and Conference Center gives back to the community during the holidays by hosting pay-what-you can nights where all families, regardless of economic hardship, have the opportunity to experience *The Lights of Christmas*: Dec. 5, 12, and 29 this year!

Want to help Warm Beach Camp be a place of life-changing experiences for others? Donations can be made to the Kids 2 Camp scholarship fund, an initiative by the nonprofit to send kids or special needs adults with economic hardship to camp. Donations can be made online or placed in donation boxes at *The Lights of Christmas* event. Or, volunteer for *The Lights of Christmas* or any time of the year. Your help and participation is a gift to others in the community.

*"Thank you for the scholarship that allowed my child to attend camp!"*

- 2019 Summer Camp Parent



\$320,000

Money raised to send kids to camp



1,470

Campers helped through Kids 2 Camp fund



17,129

Festival attendees that came to Pay What You Can nights in 2018

360-652-7575  
[www.WarmBeach.com](http://www.WarmBeach.com)



# The Lights of Christmas

The Lights of Christmas is a ministry of Warm Beach Camp and Conference Center, located in Stanwood, WA. Our mission is to create a family-oriented Christian experience in the Pacific Northwest that lavishly celebrates the Christmas message.



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