



**DOWNTOWN  
DALLAS INC**

## NEWS RELEASE

November 17, 2010

[www.downtowndallas.org](http://www.downtowndallas.org)

### CONTACT:

C.C. Gonzalez-Kurz  
Community Relations  
Manager

Main: 214-744-1270

Direct: 214-744-6646

Mobile: 214-749-2753

### City Lights Blasts off in Downtown Dallas

Tens of thousands people are expected Downtown for signature holiday event

**Downtown Dallas** – The holidays begin in Downtown Dallas with City Lights, Saturday, November 20<sup>th</sup> at 5 p.m. Holiday festivities blast off at Main Street Garden at 1902 Main St. Enjoy the outdoor market, food, music and activities for the whole family, including the lighting of holiday tree.

The one of a kind holiday tree has become a Downtown fixture since its debut last year at the opening of Main Street Garden. Excitement Technologies Group are the masterminds behind the 65-foot metal masterpiece, which was designed by Main Street Garden landscape architect Thomas Balsley and lit by Light Switch, the famed creators of the lights at Millennium Park. The 10,000+ feet of LED lights dance to custom choreographed music, with two new shows launching during the City Lights event. The light shows will play throughout the holiday season, complemented with sounds of the season emanating from the park sound system so you can hear the music no matter where you are on the grounds.

“We just love our holiday tree”, says Kourtney Garrett, Senior Vice President of Marketing of Downtown Dallas, Inc. “Over the last decade, Downtown Dallas has truly become a community, a place where people live, gather, and as we see at Main Street Garden – just be. The tree represents, to us, the spirit of that community, of the people who have made Downtown their home – from residents and employees, to corporations and small businesses, as well as those who just come down on occasion to enjoy the excitement. The holidays have officially begun in Downtown Dallas once the tree is lit.”

Following the lighting of the holiday tree, moonwalk over to Neiman Marcus at the corner of Main and Ervay for the lighting of “Big Encounters of the Little Kind”, a whimsical crawl-tube experience that only Neiman Marcus can create. This is the second year Neiman Marcus has allowed children to experience their holiday windows by crawling through the tubes. But new this year, features activated by adults and their smart phones may lead to virtual window shopping year around.

“These holiday crawl-tubes have completely redefined the ‘window shopping’ experience,” says John Crawford, President and CEO of Downtown Dallas, Inc. “The windows and the overall Neiman Marcus commitment to launching the holiday season Downtown is yet another demonstration of their corporate citizenship and why they continue to play an important role in Downtown commerce.”

Ignaz Gorischek, Vice President of store development for Neiman Marcus hopes to double the number of children who make it through this year’s crawl-tubes. He says visitors will be able to text a number to control one of six special effects inside the display and they can use camera phones to place themselves in space scenes. This year, displays create an outer space travel experience that is double the size of last year’s tubes. Dallas children involved in Big Brothers and Big Sisters helped decorate 800 stars for the celestial scene, known as “Big Encounters of the Little Kind.”

For the remainder of the evening families are invited to enjoy face painting, balloon animals and other holiday themed activities at Main Street Garden. Grown-ups are invited to stroll down to Pegasus Plaza and enjoy the Iron Cactus Cosmic Cocktail Corner, featuring DJ Billy Biscuits. Take advantage of specials and promotions at restaurants within the Main Street District all night.

Neiman Marcus Downtown is located at 1618 Main Street. Main Street Garden is located at 1902 Main Street, a full city block bounded by Main, Commerce, St. Paul and Harwood. Pegasus Plaza is located at 1500 Main Street, at the corner of Akard and Main.

### City Lights Time-line:

5:00 p.m. City Lights blasts off with family friendly festivities at Main Street Garden

- ❑ Outdoor Market Featuring Local Artisans
- ❑ Face Painting
- ❑ Ornament Making
- ❑ Live Music
- ❑ Holiday Tree Lighting at 6:30 p.m.

7:00 p.m. Moonwalk to Neiman Marcus Flagship Store - Lighting of the Neiman Marcus Store

- ❑ Grand Opening of "Big Encounters of the Little Kind"
- ❑ Unveiling of holiday windows & children's crawl-tube

7:30 p.m. Iron Cactus Cosmic Cocktail Corner at Pegasus Plaza

- ❑ Cosmic Cocktails
- ❑ Out of this World DJ

8:00 p.m. A Rockin' Holiday Concert by Mistral at Main Street Garden

### Sponsors:

- ❑ Downtown Dallas, Inc.
- ❑ Neiman Marcus
- ❑ WFAA
- ❑ The Joule Hotel
- ❑ Mix 102.9
- ❑ Forest City Residential Group
- ❑ Excitement Technologies Group
- ❑ Corgan

### Parking:

- ❑ Metropolitan Garage 1310 Elm Street - Corner of Field and Elm  
Entrances on Elm and Field Streets
- ❑ The Elm Street Garage  
2000 Elm Street - Corner of Harwood and Main Street  
Entrance on Harwood Street
- ❑ Third Rail Lofts Garage  
1407 Main Street - One-half block east of Akard  
Entrance on 1400 block of Elm Street
- ❑ DalPark Garage  
1600 Commerce Street -Corner of Commerce and Ervay Street  
Entrances on Commerce and Main Streets
- ❑ Platinum Parking Lot  
2002 Commerce Street -Corner of Commerce and Harwood Streets

### About Downtown Dallas, Inc.

Downtown Dallas, Inc. is the principle advocate, champion and steward of Downtown, affecting change by developing strategies, setting targets and mobilizing resources that:

- ❑ Stimulate a vibrant and sustainable Downtown environment
- ❑ Improve infrastructure
- ❑ Enhance economic competitiveness
- ❑ Create a culturally inclusive urban center
- ❑ Position the area as a global destination

More information: For more information call 214-744-1270 or visit [www.yourDspot.com](http://www.yourDspot.com).



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### Oh, Tannenbaum!

Downtown Dallas, Inc. re-erects 65-foot holiday tree at Main Street Garden

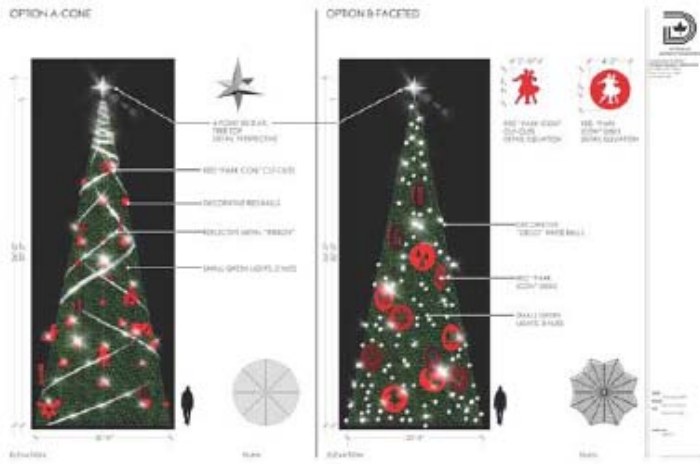
**WHAT:** Downtown Dallas, Inc. is re-erecting a 65-foot metal sculpted tree during City Lights, the annual kick off to the holiday season on November 20, 2010. The tree will debut at Main Street Garden, a new full-city block park in the heart of Downtown. Construction of the tree is going on now!

**WHEN:** The tree will be up from November 20, 2010 – December 31, 2010. Throughout the holiday season it will be programmed with light shows and other festive programs.

### TREE FACTS:

- ❑ Metal tree frame architecture designed by Thomas Balsley the lead designer and landscape architect of Main Street Garden.
- ❑ Lighting design by Excitement Technologies and Light Switch, the famed creator of the lights at Millennium Park.
- ❑ Stands 65-feet tall, with a five-foot rotating illuminant star adorning its crown. It is strung with 10,000 feet of LED lights.
- ❑ The largest ornament is 4 feet tall.
- ❑ Dine inside the tree! A 500 square foot “room” inside the tree will provide a unique event space and light perspective for those wanting to throw a dazzling dinner party during the holiday season.
- ❑ The lights will be programmed to dance and sparkle in custom programmed light shows that will play throughout the holiday season.
- ❑ A crane will be used for the final erection of the tree at Main Street Garden beginning November 16. It is too tall to fully build at the Coliseum!
- ❑ The Tree’s construction, spearheaded by Downtown Dallas, Inc. was a collective effort of Dallas area businesses, the City of Dallas and members of the Downtown community who wished to contribute to this spectacular icon as a civic venture...making it truly a priceless gift to the city.
  - The tree was sculpted and welded by the City of Dallas Park Department welding shop
  - The tree’s light design was contributed by LightSwitch, the famed creator of the lights at Millennium Park
  - Landscape architect Thomas Balsley designed the tree
  - Corgan Media Lab designed the ornaments, and is creating a time-lapse video of the tree’s construction
  - Holly Metal Fabricators donated a significant portion of the metal as well as fabrication labor of the ornaments
  - Excitement Technologies Group has donated countless hours of labor, materials, construction management and final production of the tree, in addition to being the master-minds behind the spectacular light show

Preliminary Concept Designs 50 feet under:



**Preliminary Concept Designs**



**50 feet under construction!**