



MEDIA EVENT: PHOTO & INTERVIEW OPS

Date: December 5th, 2014

Time: 5:00 PM

Location: Historic Perry Square & Boston Store Lobby

**Santa and Mayor Sinnott Light Up Perry Square
*** LIVE Feed Opportunity *****

*New Attraction, Holiday Ice Carvings by Erie Ice Works And Lake Effect Hoop Troop
Along with Returning Favorites, Horse Drawn Carriage Rides and performances by the Erie Playhouse
Showstoppers*

Perry Square – The Erie Downtown Partnership will host the Ninth Annual Downtown d'Lights that includes an increased range of attractions for the official Holiday Season kick off in Downtown Erie. Scheduled for Friday, December 5, 2014 this event is designed to promote the City's unique combination of holiday activities and shopping.

"Downtown d'Lights kicks off the beautiful holiday atmosphere that you can only find in Downtown Erie. It's a special time and we look forward to giving more people opportunities to experience Downtown during this vibrant season." said John Buchna, Erie Downtown Partnership CEO.

"The UPMC Health Plan is pleased to be part of Downtown d'Lights again this year. This event is a great way to share in the spirit of the holiday season with our downtown neighbors, and we are so proud to work for an organization that values the traditions of our community" said Charles "Boo" Hagerty, Vice President Northern Tier Market at UPMC Health Plan.

The City's most loved Downtown d'Lights traditions will return along with several new activities. The event starts at 5:00 p.m. and the park will come alive at 6:10 p.m. when Santa and Mayor Joe Sinnott "flip the switch" and thousands of lights fill Perry Square. See all of Downtown sparkle as UPMC Health Plan lights up the Boston Store along with Erie Insurance, Gannon University, the HANDS building and more. Enjoy free horse drawn carriage rides from 6-8 pm. There will also be coffee and hot chocolate from the Starbucks Downtown and the Ye Old Sweet Shoppe will be there.

Visit with Santa in the lobby at The Boston Store where kids will get a free keepsake photo. There will be vendors and entertainment inside. Children will enjoy hot chocolate and cookies or a healthy treat! This event is free to the public and lasts until 8:00 p.m.

The Erie Downtown Partnership would like to thank this year's sponsors: UPMC Health Plan, The City of Erie, Erie County Gaming Revenue Authority, Starbucks Erie, The E, Erie Ice Works and DJ Bill Page.

The Erie Downtown Partnership is a non-profit organization whose mission is to revitalize downtown by improving its image, business climate, physical environment and design.

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