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For Immediate Release:

Milwaukee Holiday Lights Kick-Off Extravaganza

Watch Pere Marquette, Cathedral Square and Zeidler Parks light up for the holidays

Milwaukee, WI (November 8, 2012) Milwaukee Holiday Lights Festival Kick-Off Extravaganza On Thursday, November 15th, 5:45 pm Pre-Show, 6 pm Ceremony Begins at Pere Marquette Park This is the official start of Milwaukee's holiday season; the night features dancers, live music, specialty acts and a visit from Santa Claus, plus a fireworks show and free Jingle Bus rides from the park.

Bundle up for this *brrrr*illiant celebration! The official start to Milwaukee's holiday season gets underway as we illuminate the night with thousands of lights and a thrilling fireworks display. Before the countdown begins, families will be put in the holiday spirit with a mix of singing and dancing while free Cousins Subs cocoa and cookies presented by PNC and the PNC Smile Squad keep guests toasty. Featured acts include the Holy Redeemer Gospel Choir, Milwaukee Ballet, Spider George & The Web, Jenny Thiel, Robin Adkins, Danceworks, Studio VIA and, our guest of honor, Santa Claus!

The switch-flipping and fireworks will begin just before 6:30 p.m. After the big reveal, families can hop aboard the Jingle Bus, free on kick-off night, to view all of downtown's lighted scenes. For more information please visit milwaukeeholidaylights.com or call 414-220-4700.

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