

## **News Release**

## FOR IMMEDIATE RELEASE:

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## Mission Inn Hotel & Spa Festival of Lights Returns to Downtown Riverside with Switch-On Ceremony Saturday, Nov. 23

Riverside tradition kicks off the holiday season with fireworks, food and cheer

RIVERSIDE, Calif. – The  $32^{nd}$  annual Mission Inn Hotel & Spa Festival of Lights returns to downtown Riverside this Saturday (11/23) with the traditional switch-on ceremony that kicks off the holiday season with dazzling lights, holiday-inspired dining, and family-friendly activities.

The Switch-On Ceremony is led by the Greater Riverside Chambers of Commerce and Keepers of the Inn, Duane and Kelly Roberts and occurs at Mission Inn Avenue and Orange Street with a spectacular fireworks show above the Mission Inn Hotel & Spa followed by a live performance.

"The Festival of Lights is a Riverside tradition that brings our community together to celebrate the holidays," Mayor Patricia Lock Dawson said. "Every year, Riverside's downtown is transformed into a magical place of beauty with activities for everyone."

The Festival of Lights welcomes 650,000 visitors during a six-week run each year. Attendees can enjoy live entertainment, purchase artisan gifts, patronize the downtown business, and indulge in holiday inspired foods from hot cocoa and sweet treats to savory bites.

Visitors start arriving in the early afternoon to reserve spots from which to watch the fireworks. The program starts at 5 p.m. with welcoming remarks, and fireworks start at about 5:30 p.m. This year's ceremony will feature a special dance performance by Kensington Kelly Brown, as well as a star-studded concert lineup headlined by Matt Mauser and The Tijuana Dogs, with a guest performance by Richard Goodall, 2024 winner of America's Got Talent.

More information cam be found at: <u>https://www.riversideca.gov/fol/</u>

The media area will be on Orange Street between University Avenue and Mission Inn Avenue. Media covering the event should arrive by driving west of University Avenue, the turning right onto northbound Orange Street and parking against the curb on the east side of the street. Orange Street has recently been converted to one-way southbound traffic, but media vehicles will be allowed to travel north on the closed block after speaking to security personnel at barricades located at the intersection of Orange and University. If reporters are driving separately, they can park in Garage 1 at the same location. They will need to enter from Orange St. and University Ave. to get their vehicles in. Just present media credentials to the security and/or police personnel there.

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