



FOR IMMEDIATE RELEASE

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STATE FAIR PARK HOSTS FIRST ANNUAL HOLIDAY LIGHT FEST NOVEMBER 28TH – DECEMBER 6TH

"We are pleased to partner with Yakima Federal Savings & Loan to present 'Holiday Light Fest,' a drive-thru holiday experience."

(Yakima, WA – November 16, 2020) State Fair Park will look extra special this holiday season. We are getting in the holiday spirit by transforming the fairgrounds into a drive-thru Holiday Light Fest, presented by Yakima Federal Savings & Loan. This will be Yakima's newest holiday experience and must-see holiday attraction to enjoy this year.

"This has been an extremely difficult year for everyone, and we hope this event will bring some joy to the community. The staff, our Board, and volunteers at State Fair Park have worked really hard to make this event something special that we will build upon for years to come. Putting this event together in such a short time would not have been possible without all the partners and the community all pitching in." Said Kathy Kramer, President, and CEO.

This drive-thru experience will feature 12 festive and fun holiday-themed scenes, nearly 20 miles of lights illuminating buildings and trees. Some of the themed scenes include Candyland with a festive gingerbread house, the North Pole with two of Santa's reindeer – Dasher and Comet, a mailbox for letters to Santa, and the big man himself! The social-distanced festival is slated to begin on November 28th and run through Sunday, December 6th.

To enter the event, turn North on 18th Street from Nob Hill Blvd and enter at Gate 15 which is located on Pacific Ave (by the Yakima County Baseball Stadium). Gates will open at 4:30 pm with the drive-thru hours from 5 pm – 9 pm each night. Admission will be \$10 per vehicle and \$20 for limos and buses. Group discount tickets are available, see our website for details. A drive-up concession area will be available. Food items will include traditional concession items as well as special holiday offerings like hot chocolate and spiced cider. Credit or debit cards are preferred, but cash will be accepted as well.

The new drive-thru event route will be similar to that of Fair Food Fest, and guests will wind slowly through the route with their park lights on. Guests will be provided a map showcasing each vignette once they enter. To enhance the festival experience guests will be encouraged to tune to radio station 100.9 Cherry FM, the Stephen's Media Group station has been providing round-the-clock Christmas music from November 26-December 31st for over 20 years. This event would not be possible without the generous support of Yakima Federal Savings and Loan, presenting partner and additional businesses in our community who have sponsored each holiday-themed scene. Other sponsors include Tree Top, Burrows Tractor, State Farm Insurance: Agents Eric Silvers, Joel Goesch, Linda Roth, Bruce Sears, and Ava Grajeda-Allard, Banner Bank, NW Farm Credit Services, Coca-Cola, American Rock Products - a CRH company, YAKIMA CO-OP, G.S. Long, HDI - Horizon Distribution, Inc. Pacific Power, Kapuza Lighty, PLLC Accident Injury Lawyers.



We also want to thank the Central Washington Agricultural Museum and their great volunteers for letting us explore and pick items from their amazing museum collection. They have loaned us several pieces of equipment that will be incorporated into some of our holiday scenes. “Putting this event together in such a short time would not have been possible without all the partners. Everyone is excited we are creating this holiday event and we can’t wait to share it with the community beginning Saturday, November 28th” Said Kramer.

This nine-day event will have two community give back opportunities. On Monday, November 30th we have partnered with the Yakima Salvation Army and guests that bring a new unwrapped toy (suggested value \$10) will be provided free admission that evening sponsored by Yakima Federal. On Tuesday, December 1st, \$3.00 of each paid admission will be donated to the Yakima Humane Society and Wags to Riches, to support rescued animal needs and adoptions. “We know local animal shelters and animal rescue organizations have been significantly impacted by the pandemic and we wanted to include a community giveback as part of our event to help our rescued animal population.” Said Kramer.

The State Fair Park - Fairgrounds prioritizes the safety of its guests and staff. We appreciate your cooperation with the mandatory law of wearing a mask and remaining in your vehicle while at the event. All staff will practice safety guidelines set by the Yakima County Health District. Staff will wear masks and gloves, sanitize surfaces frequently, and properly package food and beverages.

For additional information or questions regarding Holiday Light Fest, a list of FAQs is available at www.fairfun.com.

The 2021 Central Washington State Fair is scheduled for September 24 – October 3rd. The Fair will be back bigger and better with many surprises next year.

The Central Washington Fair Association is a 501(c)3 nonprofit organization that is self-funded through its day-to-day operations. They produce the annual Central Washington State Fair and host over 200 year-round events. They were recently recognized as one of the top 100 fairs by the International Association of Fairs and Expositions (IAFE), which is based on attendance.

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For more information about this release or for an interview please contact:
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