



FOR IMMEDIATE RELEASE

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STATE FAIR PARK HOSTS SECOND ANNUAL HOLIDAY LIGHT FEST NOVEMBER 27TH – DECEMBER 4TH

(Yakima, WA – November 15, 2021) State Fair Park will once again look extra special this holiday season. Back by popular demand, the **2nd Annual Holiday Drive-Thru Light Fest will take place November 27th – December 4th**, presented by Yakima Federal Savings & Loan. The Holiday Drive-Thru Light Fest was created last year by State Fair Park staff to bring some joy to the community amidst the pandemic, as well as introduce a new holiday experience to the Yakima Valley.

"The community really embraced the Holiday Drive-Thru Light Fest last year and over 14,000 vehicles enjoyed this new event over the two-week run. We knew from the community's response we had created something special that would be a holiday tradition for many years to come," said CEO Kathy Kramer.

All your favorite holiday-themed scenes along with over 25 miles of lights illuminating buildings and trees will be back this year. Some of the themed scenes include Candyland with a festive gingerbread house, the North Pole with two of Santa's reindeer, a mailbox for letters to Santa, and the big man himself!

NEW THIS YEAR! Three more holiday-themed scenes have been added – Dino Land, Rock'N Christmas and a second drive-thru light tunnel. More food and beverage options will be available plus miles more of new lights. Also new this year, the HLF Fast Pass, allowing priority entry to the Holiday Drive-Thru Light Fest. A limited number of HLF Fast Passes will be available for purchase online through TicketsWest. The Fast Pass will have a separate entrance at Gate 1 off Fair Avenue and only vehicles that have purchased the Fast Pass will be allowed through this entrance, providing a shorter wait time to enter the event.

"We're thrilled to be adding the Yakima Valley SunDome to the festivities this year, **Holiday Village and Light Fest will take place December 16 – 19th** in the SunDome and will feature holiday activities for the entire family." Said Kramer. It will include a carousel, Santa's workshop, Kids Can Cook with Mrs. Santa, a marketplace with local vendors, live entertainment, and much more. After enjoying all the activities in the SunDome guests can come outside and make s'mores by outdoor fire pits, and board a tram that will drive the Holiday Light Fest route to experience all the magic of the holiday lights. These are available for an additional fee. Tickets for the Holiday Village will be available for purchase at State Fair Park ticket office and online at statefairpark.org through TicketsWest. A limited number of tickets will be sold for each day and parking for the event will be free. "You will have two great options this year to get into the holiday spirit at State Fair Park and we can't wait to share all the new activities with our community," said Kramer.

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. General Admission entry will be \$10 per vehicle and \$20 per limo, bus, or RV. The new HLF Fast Pass entrance will be Gate 1 off Fair Avenue and admission will be \$20.00 per vehicle and \$40.00 per limo, bus or RV. The HLF Fast Pass must be purchased online in advance at ticketswest.com.

Upon entering the Holiday Drive-thru Light Fest, guests will be provided a map highlighting all the holiday-themed scenes along the drive-thru route as well as a menu for food and beverage items available. 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



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20 years. This event is made possible with the support of presenting partner, Yakima Federal Savings and Loan, and additional businesses in our community who have sponsored the holiday-themed scenes.

Other sponsors include Tree Top, Burrows Tractor, State Farm Insurance: Agents Eric Silvers, Linda Roth, Joel Roesch, Bruce Sears & Ava Gradjeda-Allard, Banner Bank, Apple Valley Dental & Orthodontics, Coca-Cola, HAPO Community Credit Union, Wilco, Toyota, American Rock Products/Central Pre-Mix – a CRH company, Russell Landscaping, Northwest Asphalt, Parkway Self Storage, Yakima Theatres, HUB International, Prosser Memorial Health, G.S. Long, Zirkle Fruit Co., Pacific Power, Kapuza Lightly PLLC Accident Injury Lawyers, Central Washington Home Builders Association, Community Healthcare of Central WA. Stephens's Media Group, Cherry FM is the official Christmas music partner.

We also want to thank the Central Washington Agricultural Museum in Union Gap and their great volunteers for loaning us numerous pieces of equipment from the museum that will be incorporated into many of the holiday themed scenes.

We will again have two community giveback opportunities. On Monday, November 29th we are partnering with Yakima Humane Society and Wags to Riches, where a portion of paid admission will be donated to support rescued animal needs and adoptions. On Tuesday, November 30th, we are partnering with Yakima Salvation Army and guests that bring a new, unwrapped toy (suggested value of \$10 or more) will be provided free admission that evening.

State Fair Park prioritizes the safety of its guests and staff and will adhere to all local and state COVID guidelines in effect at the time of these events.

For additional information or questions regarding Holiday Light Fest, a list of FAQs is available at Statefairpark.org.

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Fair History:

The Central Washington Fair Association is a 501(c)3 nonprofit organization that is self-funded through its day-to-day operations. Since 1892 Washington State held its first fair on these grounds, State Fair Park has served the community and the region as a gathering place for numerous activities and events, including our signature event, the annual Central Washington State Fair. Through the years, we have grown from being a once-a-year activity to a year-round activity center, utilizing our magnificent grounds and historic buildings to serve individuals, families, groups, non-profit organizations, schools, spectator sports, promoters, and many others.

[For more information about this release or for an interview with Kathy Kramer please contact:
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