



FOR IMMEDIATE RELEASE

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ZONA ROSA'S ANNUAL COMMUNITY LIGHTING CEREMONY IS NOVEMBER 19

Kansas City holiday traditions abound at Northern Lights

KANSAS CITY— Zona Rosa will launch the 2011 holiday season with its annual Northern Lights lighting ceremony and holiday event Saturday, November 19. The Kansas City traditions return to Zona Rosa each year at Northern Lights including the Christmas Crowns, Kansas City Museum's Fairy Princess, the beloved Igloo (also from the Kansas City Museum) and much more.

The lighting of the holiday crowns and 54-foot Christmas Tree, the debut the Fairy Princess, an appearance from Santa Claus and the musical sounds of the season, come together for the annual Northern Lights event. The lighting ceremony will take place about 5:45 to 6 p.m. in Town Square with activities throughout the evening from 4 to 8 p.m.

The event is free and open to the public and will also include activities for children in The Grove, live reindeer, musicians and more.

Each year Zona Rosa publicly recognizes a local individual who achieved something heroic during the year. This Hometown Hero has the honor of "flipping the switch" at the holiday Northern Lights ceremony.

This year's Hometown Hero is Dr. Dennis Fisher, superintendent of the Park Hill School District. He is the 2011 Missouri Superintendent of the Year, and the 2011 winner of MASA's prestigious Pearce Award. Dr. Fisher became the Park Hill School District superintendent in July 2005 with 30 years of experience in education. Most recently, Dr. Fisher has announced his retirement following the 2011-2012 school year.

**Northern Lights
Saturday, Nov. 19
4 to 7 p.m.**

4 p.m.	Reindeer petting area, children's holiday activities in The Grove
5 p.m.	Holiday musical performance by The Doo-Dads at Town Square
5:45 p.m.	Lighting ceremony and program on stage at Town Square, announcement of Hometown Hero
After the ceremony	<ul style="list-style-type: none">• Musical entertainment continues on stage at Town Square.• The Fairy Princess will parade to her royal throne (adjacent to The Grove) to visit with children and take photos.• Zona Rosa opens its winter wonderland featuring a spectacular igloo.• Horse-drawn carriage rides begin. Guests may board near Dillard's.

Zona Rosa is a mixed-use urban town center located at the northwest corner of I-29 and Barry Road in Kansas City North. For more information, visit www.zonarosa.com or call (816) 587-8180.

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