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PRESS RELEASE

For Immediate Release

Release: SS1117 – November 17, 2005; No Kill Date

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After Long Hiatus, Holiday Lighting Ceremony to Returns to Shaker Square

CLEVELAND November 17, 2005—The holiday tradition that so many Clevelanders remember is returning to Shaker Square. The sorely missed Holiday Lighting Ceremony Lighting Ceremony will take place on Saturday November 19, 2005, beginning at 6:00pm and hosted by Fox 8 News personality, Wayne Dawson.

Under Wayne Dawson's direction, the evening will begin with live entertainment from Elizabeth Mis, teenage saxophonist extraordinaire, Passport Project and the Singing Angels. As the music is winding down, Santa and his elves will make a notable entrance to Shaker Square and surprise 500 people in the crowd with a special gift.

When Santa lights Shaker Square, he will do so with the help of several children whose names he has picked that night. Santa, together with that special helper, will throw the switch to begin a fabulous pyrotechnic display. Once the display ends, the 55' tree, as well as the entire Square, will be awash in holiday lights.

After the lighting ceremony, Santa will visit with children to listen to their Christmas wishes and provide them with holiday memories to keep forever.

Parents who would like their child to have a chance to help Santa can register him or her at any Shaker Square merchant up until November 19 at 12:00 pm. All names will go into a hopper from which Santa will find his helper that special night.

The new Shaker Square logo and identity will be unveiled that evening, as well as the events schedule for 2006.

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