



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

PRESS RELEASE

For Immediate Release

November 1, 2006; No Kill Date

*For More Information: Leanne van Beers-Werneke, Director of Marketing
Telephone: 216.765.8822 x 225 • Fax: 216.765.1066*

Holiday Memories Return to Shaker Square

Memories: Celebrate the old, Create the New

CLEVELAND November 1, 2006 — For as long as anyone here can remember, there has been a spectacular tree lighting ceremony at Shaker Square in Cleveland. This treasured tradition occurred each year to delight everyone, young and old alike until, for a few long years, Shaker Square was dark during the holiday season.



When The Coral Company took ownership of Shaker Square in late 2004, the corporate offices were flooded with calls, letters, notes, and emails from people asking to have the Lighting Ceremony returned to their beloved “Square”. People sent glowing accounts of their childhood memories of looking at wonder at the huge tree through innocent eyes. Others told of going to the Square to see the lights every year as part of their revered family tradition. The Coral Company took those requests to heart and in 2005 the holiday event was brought back to Cleveland.

This year, in celebrating the memories of yesteryear, the holiday season will once again be ushered in at the Shaker Square on Saturday, November 18, 2006 at 6:30. Continuing with the new tradition, this year’s event will be hosted by Fox 8 News personality, Wayne Dawson.

Under Wayne’s direction, the evening will begin with exhilarating live entertainment from Hathaway Brown’s award-winning a cappella group, Bravura’s, and the Prayer Warriors. With lights flashing and sirens blaring, Santa and his elves will arrive at Shaker Square riding an antique fire truck with his very own police escort.

Then the moment everyone waits for: the night will explode with the light of a thousand twinkling bulbs and sparkling ornaments on a majestic tree.



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

Finding the perfect tree was no easy task. The Coral Company began searching for a stately pine as early as this summer. Sending out patrols on an almost weekly basis, the perfect tree was discovered in Avon Lake and painstakingly transported to the Square for this auspicious occasion.

After the majestic pine is lit, Santa will visit with children in to hear their Christmas wishes and provide them and their families with holiday memories to keep forever. Keepsake photos of Santa and each child will be available for free.

During the ceremony, Santa's helpers will be in the crowd handing out holiday cheer in the form of gifts and goodies. There will be plenty of popcorn balls, candy canes, and glow necklaces for every child, or child-at-heart. In addition, each family will receive a free disposable camera to capture the evening's memories.

After everyone is snuggle in their beds, the Square will still be ensconced in festive lights and all the holiday finery that brings the feel of holidays of long ago back to Cleveland's very own Shaker Square.

###