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PRESS RELEASE

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Lighting Ceremony to Usher in the Holiday Season at Shaker Square

Wayne Dawson & Stephanie Schaefer of FOX 8 News will be Masters of Ceremonies

CLEVELAND October 12, 2007 —Keeping with the tradition of yesteryear, the holiday season will once again be ushered in at Shaker Square on Saturday, November 17, 2007 at 7:00 pm. This year, Wayne Dawson and Stephanie Schaefer of FOX8 News will emcee this holiday event.

For those looking for something to do before the Square is brilliantly lit, Shaker Square Cinemas will be showing FREE cartoon favorites in its theaters from 4:30 until 6:30 pm. The cinema will be selling hot chocolate to warm those chilled from the winter air. Carolers and a bell choir will fill the air with favorite holiday songs before and after the lighting ceremony.

With lights flashing and sirens blaring, Santa and his elves will arrive in style at Shaker Square riding an antique fire truck with their very own police escort. Then the moment everyone will be waiting for: the night will explode with thousands of twinkling bulbs and sparkling ornaments on trees on both lawns.

After the Square is lit, CVS/pharmacy will sponsor visits with Santa in their store. Each family will receive a keepsake photo of the moment for lasting memories compliments of CVS.

During the ceremony, Santa's helpers will be in the crowd handing out holiday cheer in the form of gifts and goodies to children of all ages.

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.

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