

HOLIDAY CALENDAR/MEDIA ALERT:

Contact: Cheryl Engstrom, 425-487-0682, cheryl@engstrompr.com

Snowflake Lane Nightly Holiday Drum and Light Show Dazzles Crowds/Delights Children from Thanksgiving to Christmas

BELLEVUE, WA – June 8, 2012 –Don't miss the wonder of the 8th season of the nightly holiday celebration, *Snowflake Lane at The Bellevue Collection*. Free to the public, this event draws up to 10,000 people each evening to downtown Bellevue with the sparkle of laser lights and snow, plus live drummers, music and holiday characters. The 20-minute show takes place on Bellevue Way and NE 8th Street outside Bellevue Square, Lincoln Square and Bellevue Place. The celebration continues after Christmas until New Year's Eve with Celebration Lane.



SNOWFLAKE LANE - November 23th – December 24th

The holiday magical evening

performance features music, drums, lightshow and even snow. This year the tradition takes a new dramatic twist with the appearance of a real "Snowstorm". Two performing groups

of space-age, high tech drummers known as The Snowstorm Group will drum out the holiday hits on recycled percussion. Enjoy holiday tunes on oil drums; and feel the energy of a snowstorm nightly in the Fountain Court at Bellevue Square and on the corner of Bellevue Place. It's truly a one-of-a-kind holiday spectacle of live toy soldiers, exhilarating music, glittering lights and a snowfall to remember. Performances are held nightly at 7 p.m.



CELEBRATION LANE - December 26 - 31

The holiday festivities continue through New Year's Eve with Celebration Lane with a nightly glittery salute to ring in the New Year. Performances are held nightly at 7 p.m.

For more information on all of the holiday fun at The Bellevue Collection visit www.bellevuecollection.com or call the Guest Services Desk at 425.454.8096.

About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company, includes Bellevue Square a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square anchored by the Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue hotel. With a distinctive collection of 250 of the finest shops, 23 sit-down restaurants, a 16-screen premier cinema, 1,000 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is shopping, dining and nightlife and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle.

Official event hashtag #snowflakelane

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