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New Features at Snowflake Lane Nightly Holiday Drum and Light Show for Little Princesses Everywhere

BELLEVUE, WA – Nov. 14, 2012 – The nightly holiday celebration, *Snowflake Lane at The Bellevue Collection* is even brighter this year. Drawing thousands nightly from Nov. 23rd – Dec. 24th at 7 p.m. on Bellevue Way and NE 8th Street in downtown Bellevue, this unique holiday tradition continues to surprise and delight with exciting new additions, including a new fun dance stage and a “meet and greet” with the most popular characters, the snow princesses.

Jingle Belles Stage: located between The Westin Bellevue and Bellevue Arts Museum in the pedestrian walkway area, this stage features nightly performances by the Jingle Belles dance troupe with a traditional salute to the holidays.

Little Princess Court: located just off Bellevue Way between Cheesecake Factory and Blue C Sushi, the little princesses can have their picture taken with three new Snowflake Lane Princesses, and their elves. This new space keeps little ones out of the crowd and gives them a special place just for them.

Back by popular demand! Snowstorm Stages: Two performing groups of space-age, high tech drummers known as The Snowstorm will drum out the holiday hits on recycled percussion. The new stages are in two perfect spots: in front Bellevue Place on the corner of NE 8th and Bellevue Way and along and in the Fountain Court of Bellevue Square along Bellevue Way.



Free to the public, the 20-minute show will sparkle with colorful lights and snow, plus live drummers, music and holiday characters all along Bellevue Way and NE 8th Street outside Bellevue Square, Lincoln Square and 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. from November 23 – December 24.

CELEBRATION LANE – December 26 - 31

The celebration continues after

Christmas until New Year's Eve with Celebration Lane. The holiday festivities feature 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/snowflakelane or call the Guest Services Desk at 425.454.8096.

About The Bellevue Collection/Snowflake Lane

The Snowflake Lane event is a gift to the community produced and sponsored by Kemper Development Company and 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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