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**REINDEER AND SNOW FLURRIES IN OAKLAND?  
 JACK LONDON SQUARE CELEBRATES THE WONDER OF THE HOLIDAYS**

*Annual tree lighting ceremony with musical performances, Miss California and live reindeer on Friday,  
 November 30*

**Oakland, CA (November 8, 2012)** – On Friday, November 30, [Jack London Square](#) kicks off the wonder of the holidays with its annual tree lighting event from 5 to 7 pm. Oakland's premier waterfront destination invites visitors of all ages to see the Square's yearly holiday transformation, complete with live grazing reindeer, snow flurries, musical performances, a holiday pop-up craft fair, a dance number by the popular world-traveling tap-dancing Christmas trees, and of course, visits with Santa.

While the star attraction of the evening will be the stunning 57-foot tall Mount Shasta fir tree, decorated with more than 5,000 sparkling lights, holiday revelers will delight in a full program of entertainment. Highlights of the evening include performances by *Radio Disney* star [Amber Lily](#), pop sensation [Emme](#), and rising star [Jeremy Thurber](#), plus a performance by the Jamaica Youth Heights Marching Band. The tree lighting ceremony will include an introduction of [Miss California 2012](#), plus two members from the 2012 US Olympic rowing team, Ken Jurkowski and Oakland resident, Julie Nichols. Officials from the City of Oakland and Port of Oakland have the special honor of lighting the tree.



Adults and children will delight in the **snow flurries** spouting 15 to 20 feet in the air atop life-sized snowmen located throughout the Square (snowmen will remain at Jack London Square through the month of December with daily snow flurries each hour from 5-9 pm). Visitors will also have the chance to pet and feed two **live reindeer** in the petting arena and, from 4:30-7:30 pm, they can pose for photos with Santa who will be stationed at the [Bay Voyager](#) boat tour offices (423 Water St.). Visitors will also have the chance to meet and greet a collection of costumed characters (Curious George, Garfield, the Care Bears and more) around the Square. The [Oakland Ballet](#) will host a dress-up station for kids featuring costumes from this year's performance of Graham Lustig's **The Nutcracker**. Additionally, visitors will have the opportunity to preview a parade float from the following day's [13<sup>th</sup> Annual America's Children's Holiday Parade](#) (Saturday, December 1, beginning at 2 pm in downtown Oakland).

As part of the event, Jack London Square is hosting a canned food drive for the [Alameda County Community Food Bank](#) and a Toys for Tots toy drive for the [City of Oakland](#) to support families in need. Visitors are encouraged to bring a can of food or a toy to donate.

"The annual tree lighting event is one of our most favored traditions here at Jack London Square," said Linda Meyer, marketing director at Jack London Square. "It's a chance for friends and families from Oakland and all over the Bay Area to enjoy the wonder of the holidays and to offer support to our local charitable partners."

Visitors can support local merchants by shopping the East Bay nonprofit [Wardrobe for Opportunity's](#) "Holiday Pop Up!" shopping event in the Jack London Square Pavilion from 5 to 9 pm. Visitors can purchase holiday gifts from a collection of Oakland's best local purveyors, including fashion pieces for men and women, accessories, kids' items, home decor, local art and more.

The festivities continue on the evening of Saturday, December 1, with the Encinal Yacht Club's 36<sup>th</sup> annual Lighted Yacht Parade on the Jack London Square waterfront, featuring a procession of festively lit and decorated boats, benefitting the Alameda County Community Food Bank and [Oakland Firefighter's Random Acts](#) organization.

To complement the holiday evening, guests are welcome to dine on the waterfront at one of the Square's world-class restaurants: [Haven](#), [Bocanova](#), [Miss Pearl's Restaurant and Lounge](#), [Scott's Seafood](#), [Il Pescatore](#), [Kincaids](#), [Yoshi's](#), and [Hahn's Hibachi](#).

**MEDIA, PLEASE NOTE:** For more information on holiday festivities, please visit [www.JackLondonSquare.com](http://www.JackLondonSquare.com) or follow Jack London Square on Facebook [here](#) and Twitter at [@JackLondonSq](#). To request high-resolution images or media interviews, please contact Jordana Heinke at 415.359.2313 or [jordana@landispr.com](mailto:jordana@landispr.com).

**CALENDAR EDITORS, PLEASE NOTE:**

**WHAT:** [Jack London Square](#) kicks off the wonder of the holidays with its annual tree lighting event on Friday, November 30, complete with live grazing reindeer, snow flurries, musical performances, a holiday pop-up craft fair, a dance number by the popular world-traveling tap-dancing Christmas trees, and of course, visits with Santa. Highlights of the evening include:

- Performances by **Radio Disney** star [Amber Lily](#), pop sensation [Emme](#), and rising star [Jeremy Thurber](#)
- A performance by the Jamaica Youth Heights Marching Band and a dance number by the famous tap-dancing Christmas trees
- An introduction of [Miss California 2012](#) and two members from the **2012 US Olympic rowing team**, Ken Jurkowski and Oakland resident, Julie Nichols
- Officials from the City of Oakland and Port of Oakland will light the tree
- **Snow flurries** spouting 15 to 20 feet in the air atop life-sized snowmen located throughout the Square (snowmen will remain at Jack London Square through the month of December with daily snow flurries each hour from 5-9 pm)
- Two **live reindeer** visitors can pet and feed in the petting arena
- Santa will be stationed at the [Bay Voyager](#) boat tour offices (423 Water St.) and will be available for photos from 4:30-7:30 pm
- A collection of costumed characters such as Curious George, Garfield, the Care Bears and more
- A dress-up station for kids featuring costumes from this year's performance of Graham Lustig's **The Nutcracker** will be hosted by the [Oakland Ballet](#)
- A parade float from the following day's [13<sup>th</sup> Annual America's Children's Holiday Parade](#) (Saturday, December 1, beginning at 2 pm in downtown Oakland) will be available for preview
- A "Holiday Pop Up!" shopping event hosted by East Bay nonprofit, [Wardrobe for Opportunity](#), will take place in the Jack London Square Pavilion from 5 to 9 pm. Visitors can purchase holiday gifts from a collection of Oakland's best local purveyors, including fashion pieces for men and women, accessories, kids' items, home decor, local art and more.

As part of the event, Jack London Square is hosting a canned food drive for the [Alameda County Community Food Bank](#) and a Toys for Tots toy drive for the [City of Oakland](#) to support families in need. Visitors are encouraged to bring a can of food or a toy to donate.

**WHEN:** Friday, November 30  
5 – 7PM  
(Photos with Santa from 4:30 – 7:30 pm)

**WHERE:** Jack London Square, Oakland

**COST:** FREE

**MORE INFO:** Visit [www.jacklondonsquare.com](http://www.jacklondonsquare.com)



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