



## A HOLIDAY TRADITION RETURNS TO LANSING

35th Annual Silver Bells in the City set for  
Friday, November 22 – Sunday, November 24, 2019

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**FOR IMMEDIATE RELEASE**

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**LANSING, MI** — Downtown Lansing will be all aglow once again for the 35<sup>th</sup> Anniversary edition ('80s retro-throwback) of Silver Bells in the City, presented by the Lansing Board of Water & Light and the City of Lansing, scheduled for Friday, Nov. 22. The event brings together family and friends from all over Michigan to celebrate the start of the holiday season.

The event will feature numerous activities and special outdoor performances, all highlighted by the 23<sup>rd</sup> Annual Electric Light Parade complete with an assortment of 79 illuminated floats, carriages and marching bands, which will step off at 6 p.m. from the corner of S. Washington Square and Lenawee Street.

Immediately following the parade, crowds will gather 'round the State Christmas Tree and participate in the highly anticipated countdown to the lighting of the State tree and Community Sing. Michigan native and Woodward Avenue Records recording artist, Ben Sharkey, will lead the crowd in holiday favorites.

After the highly anticipated countdown to the lighting of the State Christmas tree, the skies will be aglow as a spectacular firework display cascades over the Capitol dome (weather permitting).

Then, legendary pop star and '80s icon, Tiffany, will perform live in concert at the Lansing Center, along with the Mega 80's.

Tiffany has earned two number one hit singles, *I Think We're Alone Now* and *Could've Been*, and set a record as the youngest female artist to top the Billboard charts with her debut album. In 2000, Billboard Magazine described Tiffany's album, *The Color of Silence*, as 'thoughtful, intelligent, and full of grace' and ranked it among the 'Top Ten Best Albums of the Year.' She has sold over 15 million albums to date. Her current album, *Pieces of Me*, is her 10th studio album and is her best work ever. As a writer and co-producer, Tiffany brings us into her world and it's clear to see her passion and vulnerability on this latest project.

Take a handful of your favorite '80s songs, a splash of some retro fashion, a pinch of panache and an eye-popping video spectacle in the

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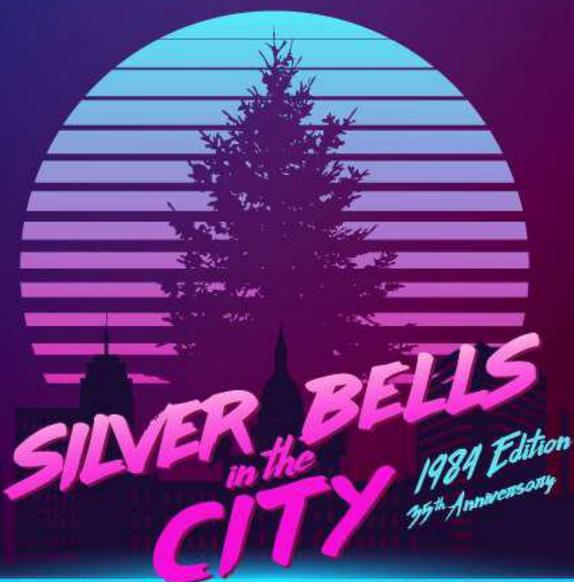


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background and what do you get? The Mega 80's, of course! From the banks of the Red Cedar at Michigan State University to the House of Blues, fans agree that the Mega 80's put on show like no one else. Since their emergence onto the Detroit music scene, the Mega 80's, have taken southeast Michigan by storm. Now veterans of the '80s cultural milieu, they are still rocking as hard as ever.

*Check out all of the exciting Silver Bells festivities happening Friday, Nov. 22 through Sunday, Nov. 24.*

### Friday, Nov. 22:

- The 23rd Annual **Electric Light Parade** steps off at 6 p.m.
- Following the parade, the State Christmas Tree will be lit with a performance by **Ben Sharkey**.
- After the tree lighting, **fireworks** will cascade over the Capitol dome.
- The **Silver Bells Village**, sponsored by the *Lansing State Journal*, located on the 100 E. block of Allegan St. between S. Washington Sq. and Grand Ave., will feature a variety of vendors selling novelty toys, baked goods, Michigan-themed items and other delights.
- The **2019 Silver Bells in the City commemorative ornament** will be available for purchase online at [silverbellsinthecity.org](http://silverbellsinthecity.org) by October 4. The handcrafted ornament was made by local artist, Tiffany Marie of La Fille Gallery in Lansing. They will also be sold the night of the event at the Silver Bells Village and La Fille Gallery. The cost is \$20 each.
- The festival welcomes pop star and '80s icon, **Tiffany**, who will be this year's headline performer, along with the **Mega 80's** at 8 p.m. at the Lansing Center. The concert is presented by Spartan Toyota and the Michigan Lottery-\$22 billion to schools since 1972.
- Returning this year is the **Lansing Board of Water & Light Toy Mill**. Bring a new unwrapped toy to the corner of Ottawa St. and N. Washington Sq. starting at 12 p.m. Friday, Nov. 22. All toys will be distributed to children in need through the Marine Corps' Toys-for-Tots program.

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- **Come visit with Santa, Mrs. Claus** and their live reindeer at the Lansing Center’s Riverfront Plaza and enjoy free cider and cookies (while supplies last).
- Enjoy performances by nearly 50 regional arts and cultural organizations, school groups, storytellers, theatrical troupes, hand-bell choirs and many others throughout downtown.
- Other event entertainment includes free admission and entertainment at more than 10 downtown arts and cultural institutions, including self-guided tours of the State Capitol.
- In addition to these festivities, many downtown stores and restaurants will be open late for holiday shopping and dining.

**Saturday, Nov. 23 and Sunday, Nov. 24:**

- **Brunch with Santa** will be offered **Saturday, Nov. 23 and Sunday, Nov. 24** with seating from 8 a.m. to 2 p.m. Bring your children for a special brunch with Santa and Mrs. Claus at Troppo. Includes a digital photo with Santa, cookie decorating, writing letters to Santa and holiday arts and crafts. Reservations can be made starting Oct. 22 at [troppo.org](http://troppo.org) for \$20 each, children 2 and under receive free admission.
- **Silver Bells 5K** starts at 9 a.m. on **Saturday, Nov. 23**. This chip-timed run/walk supports Silver Bells in the City and the Chris and Louise Holman Foundation. The Silver Bells 5K is presented by Blue Cross Blue Shield of Michigan, Blue Care Network and Dean Trailways with support from AF Group and Planet Fitness. Register for the Silver Bells 5K at [runsignup.com/silverbells](http://runsignup.com/silverbells).

**Broadcasts:**

- For those who cannot make it to downtown Lansing for Silver Bells in the City, the Electric Light Parade will be **broadcast LIVE** on Friday, Nov. 22 from 6 to 8 p.m. on FOX 47 and local Comcast Channel 12. The Silver Bells in the City Electric Light Parade will be replayed on FOX 47 on Thanksgiving Day, Nov. 28 at 7:30 a.m.; Friday, Nov. 29 at 9 a.m.; Sunday, Dec. 1 at 4:30 p.m.; on local Comcast Channel 12 immediately after the initial live broadcast and on Friday and Saturday evenings at 7 p.m. through New Year's Eve.

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Silver Bells in the City is a celebration of the lights, the arts and holiday cheer and is free and open to the public. A project of the Lansing Entertainment and Public Facilities Authority (LEPFA), Silver Bells in the City is produced with the assistance of many dedicated community volunteers.

The 35th Annual Silver Bells in the City is made possible through the support of many generous area sponsors, including Presenting Sponsors, the Lansing Board of Water & Light and City of Lansing. The Electric Light Parade sponsors are the International Brotherhood of Electrical Workers, Local Union 665 and the Lansing Chapter of the National Electrical Contractors Association. The Community Sing is sponsored by Greater Lansing Convention and Visitors Bureau, the Christmas tree lighting sponsor is Granger Waste Services and the fireworks are sponsored by Lake Trust Credit Union. Tiffany and Mega 80's live in concert is presented by Spartan Toyota and the Michigan Lottery-\$22 billion to schools since 1972.

For weather, traffic and emergency alerts for Silver Bells ONLY, please sign up to receive text messages by texting "SILVERBELLS" to 888-777.

For more information, please visit [silverbellsinthecity.org](http://silverbellsinthecity.org) or contact Mindy Biladeau with LEPFA at 517-908-4037.

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