



PRESS RELEASE

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DOWNTOWN DALLAS, INC., CITY OF DALLAS, AT&T & PARTNERS PRESENT CITYLIGHTS 2011

Holidays begin Downtown: Headington Companies on Behalf of the Joule, Forest City Enterprises, Mathews Southwest Neiman Marcus & others create a memorable holiday season Downtown

November 2, 2011-- Downtown Dallas, Inc., the City of Dallas, AT&T and partners present Downtown's signature holiday event. The holidays begin Downtown with CityLights on Saturday, November 19, 2011 at Main Street Garden from 6-10 p.m. Each year CityLights grows with a new element of awe and this year will be no different with a special unveiling of a season-long, one-of-a-kind light installation spanning 5 blocks of Main Street.

"We couldn't do this event alone, we are so grateful for the City of Dallas, AT&T and others for making this event possible," said John Crawford, President & CEO, Downtown Dallas, Inc. "There are more surprises in store than ever before - all I can say is be prepared to be showered by lights, wowed by a North Pole visitor descending from the sky, and following a brigade of motorized reindeer to the grand finale!"

CityLights kicks off with a "Holiday Festival" at Main Street Garden that continues throughout the evening. Enjoy family friendly activities including: an outdoor market, face painting, ornament making, performances from the Hardin Simmons Cowboy Band, food and much more. The "Holiday Light Show" lights up the night at 7p.m., with the lighting of Downtown's 65-foot holiday tree, adorned with over 10-thousand-feet of lights and special effects and stunts that will keep you talking through New Year's.

"The holidays truly begin Downtown and we want Downtown Dallas to become a destination for the holidays for residents and visitors alike," said Mayor Mike Rawlings. "We are pleased to be working with DDI and others to make it all possible."

At 7:30 p.m. join Santa, along with the Hardin Simmons Cowboy Band on a "Promenade of Lights" right down the middle of Main Street, from Main Street Garden to the grand finale at AT&T Plaza. AT&T will debut its Holiday Spectacular Light Show on the Commerce side of its global headquarters.

"AT&T is proud to be a partner in the CityLights celebration and help Dallas ring in a new holiday season with free entertainment, activities, and the AT&T Holiday Spectacular grand finale," said Adam Vital, vice president and general manager, AT&T. "We're delighted to be part of such a family-friendly tradition."

In addition, CityLights partners Neiman Marcus will open their holiday windows on November 19, bringing back the popular crawl tubes. Here, kids can physically enter a journey of fantasy and wonder like only Neiman Marcus can provide. CityLights is free and open to the public. Ride DART! Save time and ride DART to the St. Paul station, just a short block away from the hub of CityLights, Main Street Garden (corner of Main & St. Paul).

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For more information call 214-744-1270 or visit: www.downtowndallas.org

CityLights Timeline:

6:00 - 10:00 pm

Holiday Festival @ Main Street Garden

1902 Main Street

CityLights kicks off with family friendly festivities at Main Street Garden throughout the evening

- Outdoor Market featuring Local Artisans
- Face Painting
- Ornament Making
- Music
- Food & Much More

7:00 pm

Holiday Light Show @ Main Street Garden

1902 Main Street

Lighting ceremony of Downtown's official one-of-a-kind holiday tree, adorned with over 10,000 feet of lights, standing 65 feet tall. New this year, be prepared to be showered by lights and wonder in a surprise finale and visit from Santa!

7:30 pm

Promenade of Lights

from Main Street Garden to AT&T Plaza

Join Santa, along with the Hardin Simmons Cowboy Band and special guests on a promenade of lights through the heart of downtown. Local merchants will have street vending, entertainment and activities to offer along the way.

7:45 pm

AT&T Holiday Spectacular @ AT&T Plaza

208 South Akard Street

AT&T will debut its Holiday Spectacular Light Show on the Commerce side of its national headquarters. Brighten an under privileged child's Christmas by visiting the Salvation Army Angel tree on the AT&T Plaza adjacent to the AT&T building.

The event continues until 10:00 pm with:

- Holiday Festival at Main Street Garden
- Visits with Santa at Main Street Garden
- Specials and holiday activities at participating Main Street District area restaurants
- Crawl tubes at Neiman Marcus
- Activities at AT&T Plaza

- Light and projection shows throughout the evening

CityLights 2011 Sponsors:

- City of Dallas
- AT&T
- Neiman Marcus
- Matthews Southwest
- Forest City Enterprises
- Headington Companies on Behalf of the Joule
- Mix 102.9
- Dallas Convention & Visitors Bureau
- Hall Financial
- Polidev Development
- Dallas Police & Fire Pension Fund/Museum Tower
- Excitement Technologies Group

Parking:

- Metropolitan Garage 1310 Elm Street - Corner of Field and Elm Entrances on Elm and Field Streets
- The Elm Street Garage 2000 Elm Street - Corner of Harwood and Main Street Entrance on Harwood Street
- Third Rail Lofts Garage 1407 Main Street - One-half block east of Akard Entrance on 1400 block of Elm Street
- DalPark Garage 1600 Commerce Street -Corner of Commerce and Ervay Street Entrances on Commerce and Main Streets
- Platinum Parking Lot 2002 Commerce Street -Corner of Commerce and Harwood Streets

About CityLights

The legacy of CityLights began with the legendary lighting of the flagship Neiman Marcus nearly a decade ago. The unveiling of the Downtown store's windows and whimsical signature tree brought thousands down to Main Street during its burgeoning years. Crowds were treated to a spectacular show including pyrotechnics, "stunt" Santa arrivals and a taste of what Downtown was striving to become. Since then, Downtown Dallas, Inc. and many other Downtown stakeholders have joined the festivities, which have now grown to a full "block party" atmosphere, incorporating the new Main Street Garden park and signature holiday tree. Last year 25,000 people attended the event and thousands more visited Main Street Garden and the Neiman Marcus crawl tubes thru New Year's Day. Each year, thanks to the support of our partners, CityLights continues to grow.

About Downtown Dallas, Inc.

Downtown Dallas, Inc. is the primary advocate, champion and steward for Downtown, affecting change by developing strategies, setting targets and mobilizing resources that:

- Stimulate a vibrant and sustainable Downtown environment
- Improve infrastructure
- Enhance economic competitiveness
- Create a culturally inclusive urban center
- Position the area as a global destination

Our program areas include: public safety; capital improvements; maintenance; economic development; public policy; planning/transportation; and marketing. www.downtowndallas.org