

MEDIA ADVISORY / PHOTO OPPORTUNITY

Wednesday, February 4th, 2009 at 2:30 p.m.

IBEW Holiday Lights in the Park Raises Thousands in Inaugural Year *Mayor Chris Coleman Joins Sponsors to Present Charities with Sizable Checks from First-Year Event*

WHAT: Celebrated for the first time in Minnesota, Holiday Lights in the Park, was presented by IBEW, from November 25th through December 31st. Coordinated by King of Kings Church in Woodbury, the event took place at Phalen Park, located on Saint Paul's East Side. The event focused on raising funds for local charities and providing an impressive and affordable means of holiday entertainment for people of all ages.

Visitors enjoyed a spectacular array of holiday lights and animated displays as they took a leisurely drive through Phalen Park. The tour was approximately a half mile in length along Saint Paul's Lake Phalen and Phalen Golf Course. The vehicle entrance fee was \$8.00 Sundays - Thursdays and \$10.00 on Fridays, Saturdays and holidays. IBEW and the King of King Church have confirmed that Holiday Lights in the Park will be returning in 2009.

RESULTS: Nearly 11,000 vehicles and more than 40,000 visitors later, the four charities – Second Harvest Heartland, Union Gospel Mission, Saint Paul Conservancy, and Under Construction – will share \$50,000 raised through donations at the event.

Mayor Chris Coleman will join students from Johnson High School's Under Construction program, representatives from the charities, King of Kings Church and IBEW, to present the checks at 2:30 p.m. Wednesday, February 4th, 2009.

WHO:

- Kay Ardent, Principal, Johnson Senior High School
- Mayor Chris Coleman
- Vicki Sandberg, Marketing Director, IBEW and Committee Co-Chair, Holiday Lights in the Park
- Pastor Ralph Olsen, King of Kings Lutheran Church
- Jim Olsen, Executive Director, St. Paul Parks Conservancy
- Rob Zeaske, Executive Director, Second Harvest Heartland
- Gail Gisi, Director of Communications, Union Gospel Mission
- Ethan Laubach, Director, UnderConstruction

WHEN: **February 4th at 2:30 p.m.**

WHERE: **Saint Paul Johnson Senior High School** Woodworking Lab at 1349 Arcade Street in Saint Paul.

About the Charities:

- ***Second Harvest Heartland:*** Second Harvest Heartland: Ending hunger by distributing more than 41 million pounds of food and grocery products annually to hungry children, family and seniors through more than 1,000 member agencies and programs in Minnesota and Western Wisconsin.

- ***Union Gospel Mission:*** Working to meet the physical, emotional, spiritual, and educational needs of the economically disadvantaged men, women and children of the Twin Cities, through a variety of life-changing programs and services.
- ***Saint Paul Parks Conservancy Foundation:*** Securing resources to enhance parks and recreational opportunities in Saint Paul.
- ***Under Construction:*** Teaching youth what it takes to be an employable worker. Introducing high school students to the construction trades to explore the possibilities of a construction career.

Title Sponsor: The International Brotherhood of Electrical Workers (IBEW)

IBEW is a group of the most skilled and productive craftspeople in the electrical industry. The Minneapolis/St. Paul IBEW has over a 200-year combined history of expert craftsmanship. IBEW members make valuable contributions to the industrial, commercial, and residential building infrastructure of metropolitan and rural Minnesota. To learn more about the IBEW's Power of Professionalism visit ibewpros.org.

ASSIGNMENT/PHOTO EDITOR'S NOTE: Students in Johnson High School's

UnderConstruction program will show examples of their work. The students assisted IBEW in some of the displays during the event.

CONTACT: Paul Omodt, Padilla Speer Beardsley
(612)455-1732 / pomodt@psbpr.com

Vicki Sandberg, the International Brotherhood of Electrical Workers; Holiday
Lights in the Park
(651)260-3432 / vickis@ibewpros.org