

PRESS RELEASE

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CANNERY ROW LIGHTS UP THE HOLIDAY SEASON WITH TREE LIGHTING EVENT ON NOVEMBER 28

Train rides, Santa Claus, and musical performances featured at 14th annual event.

MONTEREY, Calif. – November 6, 2008 – Cannery Row will kick off this holiday season with a day full of festivities surrounding the 14th annual Tree Lighting Ceremony on Friday, November 28 in Steinbeck Plaza.

The arrival of Santa Claus and the official tree lighting is set to begin at 6:00 PM. Throughout the day the holiday party includes \$2 train rides on the “Polar Express” on Cannery Row from 1:00 – 5:30 PM with proceeds benefiting the Monterey County Food Bank, while The Money Duo will fill the Steinbeck Plaza with its musical talent from 1:00 – 4:00 PM. The joyful sounds of the season will flow through the air as carolers take the stage from 4:30 – 7:00 PM.

Included in this year's ceremony are a tap dancing Christmas tree and a towering stilt walker, appearing on Cannery Row from 4:30 – 6:30 PM.

Following the lighting of the tree, Santa Claus will welcome kids to his workshop from 6:00 – 9:00 PM.

The Cannery Row Tree Lighting Ceremony is free to the public. Parking is available at the Cannery Row Garage at Foam and Wave streets—with the first hour of parking FREE. Visitors are encouraged to bring non-perishable canned goods or monetary donation for the Monterey County Food Bank.

The fun continues all season on the Row, with Santa in his workshop from 12:00 – 4:00 PM every weekend until December 21. Train rides will also be available from 11:30 AM – 4:00 PM on both Saturday, November 29th and Sunday, November 30th. For additional information, please call 831.657-6488 or visit www.canneryrow.com.

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About Cannery Row

Cannery Row in Monterey, California, was made famous in John Steinbeck's classic novel depicting life in the “the sardine capital of the world.” Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.