



FOR IMMEDIATE RELEASE  
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## **Cannery Row Hosts 18th Annual Tree Lighting Ceremony**

*Holiday Family Fun on Cannery Row with Santa Claus and his Reindeer!*

MONTEREY, Calif. – Cannery Row will kick off the holiday season with the 18th Annual Tree Lighting Ceremony on Friday, November 23, 2012. This FREE event is open to all. Please join in the wonderful holiday spirit and family festivities to be held in Steinbeck Plaza and the Plaza in front of Bubba Gump's. Family entertainment will be from 4:30 p.m. to 8:30 p.m. and includes Christmas carolers, balloon artists, a magical elf and reindeer. The Tree Lighting Ceremony will begin at 6:00 p.m. and includes the arrival of Santa Claus. Families and their children will be able to meet Santa Claus from 6 p.m. to 9 p.m. in Steinbeck Plaza on Cannery Row.

In addition, Santa Claus will be on Cannery Row Saturdays and Sundays from November 24<sup>th</sup> to December 22<sup>nd</sup> from 12:00 p.m. to 4:00 p.m.

Event parking is available in the Cannery Row Garage located at the intersection of Foam and Wave Streets. The first hour of parking is FREE before 4:00 p.m. and FREE after 4:00 p.m. when you show your "939" drivers license.

For additional information, please call 831-657-6488 or visit [www.canneryrow.com](http://www.canneryrow.com).

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### **About Cannery Row**

Cannery Row 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](http://www.canneryrow.com).