

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CANNERY ROW KICKS OFF A HAPPY HOLIDAY WITH TREE LIGHTING NOVEMBER 23

Annual celebration features musical performances, Santa Claus, and live reindeer!

MONTEREY, Calif. – October 30, 2007 – A towering tree in Steinbeck Plaza will light up the holiday season Friday, November 23, while cheer and frivolity warm up the night at Cannery Row's 13th Annual Tree Lighting Ceremony.

The 6:00 PM tree lighting is only part of the Monterey Peninsula's biggest holiday party. Live reindeer prance and dance in Bubba Gump Plaza from 3:00-7:00 PM, while Sunset Jazz, the Joyful Tiding Carolers, and other musical acts jingle bells and more in Steinbeck Plaza from 3:00-8:00 PM.

This year's ceremony branches out from the traditional with a dancing tree and the tallest toy soldiers you've ever seen, appearing on Cannery Row from 4:30-6:30 PM.

The holidays' head honcho, the snuggly sleigh rider himself, that huggable ho-ho-ho-er (of course we're talking about Santa Claus!) welcomes kids to his workshop from 6:00-9:00 PM. Families are encouraged to bring their own cameras, as Polaroid pictures will not be taken.

The Cannery Row Tree Lighting Ceremony is free to the public—both the naughty and the nice. Visitors can park free at the Cannery Row Garage at Foam and Wave streets between 5:00 and 9:00 PM.

The fun continues all season on the Row, with Santa in his workshop from 12:00-4:00 PM every weekend until December 23. For additional information, please call 831.649.6690 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.