

**MEDIA ALERT**

FOR IMMEDIATE RELEASE

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**CANNERY ROW IGNITES THE HOLIDAYS WITH ANNUAL TREE LIGHTING FRIDAY**

**MONTEREY, Calif. — November 21, 2007 —** Don't miss Cannery Row, live for the holidays: live music, live reindeer, live toy soldiers, and a live dancing tree! Cannery Row Company invites you to its 13th Annual Tree Lighting Ceremony on Friday, November 23, featuring a towering tree in Steinbeck Plaza overlooking the Monterey Bay and Cannery Row.

**WHO:** Cannery Row — Monterey, California

**WHAT:** **The Cannery Row Tree Lighting Ceremony** brings the community together to enjoy musical acts, Santa Claus in his workshop, and live reindeer. This year, a dancing tree and toy soldiers on stilts add an extra dose of holiday fun.

*Holiday celebrations continue with Santa in his workshop every weekend until December 23, from 12:00 – 4:00 PM.*

**WHERE:** Cannery Row at the end of Prescott Avenue

**WHEN:** Friday, November 23, 2007

3:00 to 8:00 PM – Musical performances in Steinbeck Plaza

3:00 to 7:00 PM – Live reindeer in Bubba Gump Plaza

4:30 to 6:30 PM – Stiltwalkers and Dancing Christmas Tree

**6:00 PM – Santa's Arrival & Official Tree Lighting in Steinbeck Plaza**

6:00 to 9:00 PM – Santa Claus in his workshop

**COST:** Admission is FREE to the public. Parking is free at the Cannery Row Garage at Foam and Wave Streets between 5:00 and 9:00 PM.

**EVENT**

**CONTACT:** For more information please call Sondra Woods, Cannery Row Company marketing manager, at 831.657.6485.

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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).