

For Immediate Release
October 28, 2011

**SAN FRANCISCO'S UNION STREET KICKS OFF MONTH-
LONG HOLIDAY SEASON WITH ANNUAL FANTASY OF
LIGHTS CELEBRATION, DECEMBER 3**

San Francisco, CA -- San Francisco's historic **Union Street** kicks off its month-long holiday celebration on **December 3** when the annual **Fantasy of Lights** brings young and old together to enjoy festivities and celebrate this exciting time of year. A highlight of this holiday event are the thousands of twinkling white lights illuminating the Victorian houses along Union Street, transforming it into a magical backdrop where children can meet Santa and the Snow Queen, decorate cupcakes, bring toys for the San Francisco Firefighters' Toy Program and enjoy jugglers, and live ponies dressed up like reindeer. Face painters, balloon artists, costumed characters and live entertainment on every block introduces the season on **Union Street between Van Ness & Steiner and Fillmore Street from Union to Lombard.**

The holiday celebration continues through the month of December when the stores lining Union Street will offer open houses and special events including trunk shows, entertainment and much more. Look for Santa on Saturdays from 1-5pm to receive holiday dollars to be used at participating businesses. The month-long celebration on Union Street also includes validated parking and extended evening shopping hours. Most merchants will stay open until 9:00pm on Fridays and Saturdays.

Fantasy of Lights - December 3, 3pm to 7pm
Schedule of Events:

- **Come help decorate the Union Street Gingerbread house:** 3 to 7pm at the **Metro Theater** (2055 Union St.)
- **Free Cupcake Decorating:** 3 to 5pm at the **Metro Theater** (2055 Union St.)

- **Meet the Snow Queen:** 5:15pm, Children are invited to meet at **The Enchanted Crystal** (1895 Union Street) to join the **Snow Queen** in a sidewalk prance to the **Metro Theater** to bring toys to **Santa Claus** who will donate them to the San Francisco Firefighters' Toy program.
- **Pictures with Santa:** 5:30pm to 7pm in front of the **Metro Theater** (2055 Union St.)
- **Donate Toys for Needy Children:** SF Firefighters' Toy Program collection barrels will be available on Union Street at the event and throughout the holiday.
- **Entertainment on every block for shoppers to enjoy!**
- This is truly a holiday tradition that should not be missed.

2011 Event Supporters Include:

Ambiance, Betelnut, The Enchanted Crystal, Fredericksen Hardware, Jest Jewels, Perry's, PG&E, Ride the Ducks, San Francisco Fire Fighters Toy Program, Union Street Goldsmith, & Z Gallerie. The event is sponsored by the Union Street Association.

Validated Parking:

Participating merchants will offer validated parking at **2001 Union Plaza Garage**, **1910 Union Street Garage** (Wells Fargo) and the **Lombard Street Garage** (enter on Moulton Alley at Webster). **Subject to availability.**

Additional Information:

The event is FREE and open to the public. For more information about the event call 800-310-6563 or visit SRESproductions.com or UnionStreetSF.com.

For all your public transportation options, visit www.511.org.

To request accommodations for persons with disabilities or if you have communication needs such as large print, braille or sign language interpreters, please call 1-800-310-6563 or fax 415-456-6436 at least three weeks prior to the event.

About The Union Street Association

The Union Street Association consists of a membership of local businesses devoted to the promotion, preservation and beautification of Union Street since 1963.

Union Street~ Always a Celebration!

www.unionstreetsf.com

The event is produced by Steven Restivo Event Services, LLC and presented by the Union Street Association

Press Inquiries:

Contact:

Denise Lamott

Denise Lamott Public Relations

Denise@DeniseLamottPR.com

www.DeniseLamottPR.com

415-381-8793

Visit: www.sresproductions.com

###