

The Christmas Light Show

Contact: Nancy Collins
Publicity, The Christmas Light Show
732-859-7408 (Not to be reproduced)
iopublicity@gmail.com



FOR IMMEDIATE RELEASE

November 1st, 2016

FREE CHRISTMAS SHOW BENEFITS LOCAL CHARITY

Local tradition returns for the 2016 Christmas season.

Organizers seek show sponsors to offset costs.

Wall Township, New Jersey – The Christmas Light Show returns for the 2016 Christmas season for its 11th year. The area tradition will take place at the Epp residence in Wall Township on three nights: Saturday December 10th, Sunday December 11th, and Saturday December 17th 2016. Each night shows are scheduled to begin at 6:30 PM and 8:30 PM. The show will run approximately 25 minutes. Visit www.TheChristmasLightShow.com for driving and parking directions.

Event volunteer Dan Brateris, who is the Director of Experiential Learning at NJIT, promises this year's event will be bigger and better than ever. The volunteer crew has worked extremely hard to refine the show along with designing new effects and improving on some fan favorites. The final installation will have 1000's of strands of lights, pyrotechnic effects, concert lighting, color changing lights, and robotic effects synchronized to Christmas music.



Over the years the show has grown substantially; the increased attendance has caused numerous challenges for the organizers, Atlanticus Innovations LLC. This year the producers of the free show, which directly benefits a local charity through donations collected at the event, are seeking sponsorships to help offset the new and substantial expenses. Organizers are seeking both monetary and material sponsorships, they

are in need of portable light towers, certain food items, professional traffic directors, and parking lot attendants. Please visit www.TheChristmasLightShow.com/sponsorship/ for sponsorship details.

The tradition of charity continues this year, as RallyCap Sports (Formerly Challenged Youth Sports), www.rallycapsports.org, will be on hand to accept donations in appreciation of the show. The suggested donation for a family of 4 is \$25, and \$10 for an individual adult. Last year our generous audience donated nearly \$10,000 to CYS Inc. RallyCap Sports is a nonprofit 501-c-3 charity that sponsors sports programs and builds facilities for children with disabilities.

-MORE-

Dress warmly, bring your friends and family, and come to this fabulous display of Christmas spirit. Santa and his elves will come to watch the show. Local professional musicians are being scheduled to perform before each show.

PARKING

PLEASE REPRODUCE VERBATIUM:

“All parking is located at the North Wall Little League Field (2744 Belmar Blvd. Wall Township, NJ 07719). Attendees must park at the field and walk to the show, please carpool if you can. The police controlled walking route is a 10-minute walk. Woolley Road will be closed with handicapped access at the discretion of the Wall Police Department. Please arrive 30-40 minutes prior to show time and bring a flashlight.”

WEATHER POLICY: RAIN / SNOW DATES

PLEASE REPRODUCE VERBATIUM:

“In the event of poor weather the show may be rescheduled. Visit www.TheChristmasLightShow.com after 2 PM on the day of the show for status information.

THE CHRISTMAS LIGHT SHOW

Over the last 10 years, the Christmas Light Show has become a family tradition for many locals as well as visitors from all over the tri-state area, last year attendance passed the 12,000 mark over three nights. To view a video of last year's show and for information regarding weather policies, rain dates, and directions visit: www.TheChristmasLightShow.com

The volunteer crew of the Christmas Light Show 2016

- Prof. Daniel Brateris, Electrical & Computer Engineer, MS, Lake Como, New Jersey
- Dr. Brian Brateris, Lake Como, New Jersey
- Trevor Ferguson, Electrical & Computer Engineer, Bridgewater, New Jersey
- Wyatt Ferguson, Bridgewater, New Jersey
- Mike Roberti, Belmar, New Jersey
- David Lippman, Bridgewater, New Jersey
- Matt Pinnella, Wall, New Jersey
- Nancy Collins, Public Relations BS, Jackson, NJ
- Ryan Epp, Electrical and Computer Engineer BS, Wall, New Jersey

PRESS OPPORTUNITIES

A dress rehearsal will be held on Saturday night December 3rd 2015 at 6:30 PM. Press personnel and town officials, and law enforcement are welcome for viewing, videotaping, photography, and question. Please contact Nancy Collins (732-859-7408) for details and questions. The address of the dress rehearsal (**Not to be Reproduced**) is:
2702 Woolley Road Wall Township, New Jersey, 07719.

RALLYCAP SPORTS / CHALLENGED YOUTH SPORTS

Challenged Youth Sports, which began in 1990 in Lincroft, New Jersey, is a recreational sports program for children with disabilities. The program is totally volunteer-based, utilizing caring adults and wonderful teenagers from the surrounding community. Our objective is to provide recreation for the children within this population while fostering an environment for positive reinforcement through recreational sports. We also strive to show the teen volunteers that it should be THEIR business to become solid citizens in sharing their God given gifts with others. We are a federally recognized 501-C-3 non-for-profit organization.

For more information on **Challenged Youth Sports** visit:

<http://www.ChallengedYouthSports.org>

After serving the Greater Central New Jersey area for over 25 years, Challenged Youth Sports is expanding to serve the special needs community on a national scale! With a new vision, we have reinvented Challenged Youth Sports as "**RallyCap Sports**" and set out to start chapters across the country. Visit the new national RallyCap Sports website at <http://www.rallycapsports.org>

Atlanticus Innovations LLC

www.atlanticusinnovations.com

Atlanticus Innovations is a custom design and consulting engineering firm in the field of wireless and LED electronics devices and live show design. Atlanticus Innovations operates and runs The Christmas Light Show by donating services for design, operation, and management of the event.



Paul Hooker (Founder and director of Challenged Youth Sports) and friends at Tony's Place in Long Branch, which the Christmas Light Show helped fund through multiple years of donations.



Still image from the 2012 Christmas Light Show.



Still image of the crowd from the 2014 Christmas Light Show.



Still image from the 2010 Christmas Light Show.



Still image from the 2011 Christmas Light Show.