

FOR IMMEDIATE RELEASE

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## **GLENDALE GLITTERS SEASON A SHINING SUCCESS, DRAWING MORE THAN A QUARTER OF A MILLION**

**GLENDALE, Ariz.** – Glendale Glitters made the season bright for more than a quarter of a million people this holiday season, with record numbers for opening weekend, the December weekends and the hot air balloon finale.

Glendale Glitters Spectacular, the opening weekend kickoff for the annual holiday light display, attracted nearly 75,000 people and received rave reviews from people of all ages, including vendors, sponsors and downtown merchants. In addition, the December holiday weekend events held between Dec. 4 and 19 were especially well-attended this year. Numbers averaged 30,000 each weekend. The grand finale, the Glitter and Glow Block Party, rocked 16 blocks of Historic Downtown Glendale, attracting more than 90,000 people in a single evening.

“The Glendale Glitters season concluded with our downtown streets full of people, area restaurants doing great business and people in the shops,” said Jerry McCoy, Glendale’s deputy director of Marketing/Communications. “We expect many of these people to come back and visit downtown as a result of our holiday events.”

Many merchants in Historic Downtown Glendale experienced an increase in sales during the holiday season, due to the tremendous popularity of the events.

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## **Glitters Season**

**Add 1/1/1**

“Glendale Glitters is the best holiday event in the Valley; from the opening weekend all through the season people from all over come to the area to see the beautiful light display,” said Valerie Burner, owner of Bears & More in Catlin Court. “It is a wonderful event for all the businesses in the area - just the exposure to all the visitors that attend during the season is priceless. There is nothing else like it anywhere in the Valley.”

“Glendale Glitters is the highlight of our Christmas season,” said Dave Campbell, owner of the Astrology Store on Glendale Avenue. “Without it we would not be able to generate the high dollar sales and gain as many new customers, who would not otherwise be in the area. We stay open late those nights to accommodate the high traffic the events bring to our store and to the downtown area.”

The success of the holiday-themed festivals can be measured with other numbers, as well. Glendale’s Visitor Center had more than 1,300 visitors come in their doors during Glitters event nights, fielded nearly 1,100 calls for information and more than 1,000 requests for visitor information packets in relation to the event. In addition, the Glendale Glitters Web pages received 45,000 new visitors this season and Glendale Glitters You Tube videos had 6,300 viewers. The event videos are the most-watched of all the city videos featured on the popular Web site.

Valley residents and out-of-town visitors can continue to enjoy the lineup of events in Glendale with the 15<sup>th</sup> annual Chocolate Affaire Feb. 5-7. More than thirty chocolate confectioners will fill Murphy Park with sweet treats and tours of Glendale’s most famous chocolatier, Cerreta’s, will be available. Another popular event is the Glendale’s Gibson Jazz & Blues Festival, which will bring phenomenal national and regional recording artists for the award-winning two-day music festival April 17-18.

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**Glitters Season**  
**Add 2/2/2**

For more information on Glendale's festivals, call the Special Events hotline at 623-930-2299, or visit [www.glendaleaz.com/events](http://www.glendaleaz.com/events). For more information on shopping and dining in Historic Downtown Glendale, contact the Glendale Visitor Center at 623-930-4500.

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