

**FOR IMMEDIATE RELEASE**

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**MAGIC OF LIGHTS® DEBUTS AT THE ALTAMONT FAIRGROUNDS FOR THE FIRST TIME EVER THIS HOLIDAY SEASON**

**The Altamont Fairgrounds Debut of Drive-Through Holiday Lights Spectacular**

**Opening.... November 22<sup>nd</sup> for the Holiday Season!**

*Affordable for All Holiday Pricing – “One Carload, One Price”*

*Tickets now on sale at [Magicoflights.com](http://Magicoflights.com)*

**Altamont, NY** – This holiday season will shine even brighter, with Magic of Lights turning the Altamont Fairgrounds into a dazzling drive-through light display. The festive spectacular begins on November 22<sup>nd</sup> and will light up the nights until January 4<sup>th</sup>.

Produced by Family Entertainment Live, “Magic of Lights” will make its debut at the Altamont Fairgrounds in Altamont, showcasing dozens of displays, festive favorites, and digital animations—all crafted with millions of LED lights to create a memorable holiday experience for the entire family.

“We’re excited to bring Magic of Lights to the Altamont Fairgrounds and become a part of the Altamont community and holiday traditions.” Said Ken Hudgens, CEO of Family Entertainment Live “We hope all that join us are mesmerized by all the lights and Magic of Lights becomes a staple in Altamont.”

“Christmas is one of my favorite holidays. It takes me back to when I was a child, and I believed in the Magic of the Season. We are so excited to bring that Magic to our own back yard. We cannot wait to share the peace and joy with our friends and families here at The Altamont Fairgrounds.” Says Amy Anderson, Fair Manager.

Guests can experience Magic of Lights’ beloved holiday displays from the comfort of their own vehicle, including Snowflake Forest, Winter Wonderland, the 12 Days of Christmas, Toyland, Christmas Around the World and Reindeer Road. Along with the 200-foot Enchanting Tunnel of Lights, there will be new and captivating light tunnels to enhance the festive journey.

Other dazzling displays include the 32-foot-tall, animated Mattel’s Waving Christmas Barbie®, a Prehistoric Christmas scene with life-sized dinosaurs celebrating the season, and the iconic BIGFOOT® Monster Truck. With over two million sparkling lights, Magic of Lights offers a nostalgic and festive experience that everyone will love.

## **QUICK FACTS - MAGIC OF LIGHTS**

- 2+ million lights per Magic of Lights event
- 12.6 miles of light cord per Magic of Lights event
- 3,750 staff hours to set up each Magic of Lights event
- The steel displays are designed, bent, cut and welded into about 800 frames that are combined in different configurations to create each show's giant winter holiday scenes. Each frame of each scene is designed using the latest CAD technology and hand built in-house from 15 pages of design specifications each.
- Each Magic of Lights show uses about 10 miles of steel to build the displays and 10 miles of LED lighting installed inside the displays, there are 10 different colors of LED bulbs used in the shows.
- Scenes, such as the animated Mattel's Waving Christmas Barbie, are as high as 32 ft. tall and as long as several hundred feet.

Magic of Lights dazzles daily Monday through Thursday from 5:30pm to 9:00pm and Friday through Sunday from 5:30pm to 10:00pm, starting from November 22<sup>nd</sup> through January 4<sup>th</sup>. Tickets for this vibrant seasonal event are available for purchase now at a special Santa Saver Price, with pricing set per vehicle.

For a complete schedule and to purchase tickets, visit [MagicOfLights.com](https://www.magicoflights.com)

Click [HERE](#) for approved photos and videos.

### **About Venue**

#### **About Family Entertainment Live**

Family Entertainment Holdings, LLC is a diversified, entertainment holding company that develops family-oriented live events including [Magic of Lights](#)®, an outdoor holiday lights drive-through experience produced at venues throughout North America and [Hot Wheels® Monster Trucks Live](#), showcasing a toys-to-life show of Mattel's legendary Hot Wheels Monster Trucks show presented across North America, Europe and elsewhere internationally. The Company is headquartered in New York, NY. For more information visit [familyentertainmentlive.com](https://www.familyentertainmentlive.com)

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