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**For Immediate Release:**

## **ONE COLORADO TREE LIGHTING CEREMONY, SANTA'S ARRIVAL & LIVE HOLIDAY MUSIC**

OLD PASADENA, Calif., (November 2007) — Join in the holiday spirit with Pasadena's biggest Tree Lighting & Santa's Arrival in the Courtyard at One Colorado, Friday, November 23 at 6:00 P.M. The event kicks-off the season with the 90th Rose Queen® in one of her first public appearances, holiday sing-a-longs and the official start of the Charles Cherniss Tournament of Toys. Be there when Santa arrives to light the dazzling 35-foot One Colorado Christmas tree!

Everyone is asked to bring an unwrapped toy or book for the Charles Cherniss Tournament of Toys toy drive, which benefits children throughout the San Gabriel Valley. Children and adults who donate an unwrapped toy will receive a FREE photo with Santa from 6:30 P.M. to 9:00 P.M., on November 23 only. Gifts are also being collected throughout the season in Smith Alley near Il Fornaio at One Colorado, as well as at numerous locations throughout Pasadena.

The tree lighting and Santa's arrival is a free community event presented by One Colorado, the Old Pasadena Management District, Pasadena Star-News and the Pasadena Jaycees.

One Colorado is an outdoor shopping, dining and entertainment district spanning one city block in Old Pasadena. This award-winning destination unites the urban environment of 17 historic buildings with 25 contemporary fashion and dining attractions. The One Colorado Courtyard, designed in the tradition of European town squares, is Old Pasadena's main public space for film festivals, live music, high-quality fine art markets, children's programs and site-specific art installations curated by the Armory Center for the Arts. [www.onecolorado.com](http://www.onecolorado.com)

**GENERAL PUBLIC:** Please call **626.546.1066** or go to **www.onecolorado.com**

**MEDIA:** For photos and more information, please contact Robin Faulk at **626.844.8855** or **robinfaulk@att.net**  
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