



FOR IMMEDIATE RELEASE
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The Main Street Christmas Extravaganza Show Expected To Draw Thousands From Across The Southeast

Macon, GA – Hailed as one of Georgia’s most spectacular holiday light shows, Macon’s Main Street Christmas Lights Extravaganza drew over 100,000 people throughout the southeast last year. This year, the show has expanded to four city blocks, extending the entire length of Poplar Street and from Poplar Street over to Cherry Street in downtown Macon, and is expected to draw thousands from the Southeast region.

This year over 400,000 lights will adorn trees, bushes and the unique features of the Poplar Street median in a rainbow of colors. The lights move in time to original music composed by Macon Pops, an innovative, high energy, and world class orchestra that performs with orchestral musicians from around the southeast and across the country. The Main Street Christmas Light Show features local artists from the Middle Georgia area.

The Main Street Christmas Lights Extravaganza will kick off with a concert from Macon Pops, showcasing the local artists that have recorded the Christmas songs for the light show. The concert will be held on Nov. 30 starting at 6 p.m, while the lights will illuminate the street every evening from 6 p.m., 7 p.m., 8 p.m., and 9 p.m. until Jan. 3.

Bryan Nichols, a local business owner, was inspired to bring an exciting holiday show to Macon. Including music was important. “I really wanted to showcase the talent here in Macon,” says Nichols. “Macon has a really beautiful downtown that has been and is continuing to be revitalized. We have some really awesome places to eat, great theatres, local shops and a great coffee shop. This event is free, which makes it a great venue for families to come and make lots of memories during the holiday season, without breaking the bank.”

Macon is a city well known for its musical history. Otis Redding, the Allman Brothers, Trisha Yearwood and Little Richard, among others, got their start here. “We all know there’s a music heritage in our DNA,” says Steve Moretti, co-founder of Macon Pops. “But it is time to turn over a new chapter in our incredible music history book and we feel this project is worthy. Getting to

kick off the light show this year with a live concert makes this so special. We could have easily picked “canned” music, but featuring a line-up of local talent makes this show so special.”

Main Street Macon’s Manager and Downtown Development Specialist, Emily Hopkins says the show will featured expanded programming, adding: “The Main Street Christmas Light Extravaganza has been a wonderful gift for downtown Macon. Main Street Macon is thrilled to work with [key partners] to offer expanded programming throughout the run of the show. Not only will visitors enjoy the magical canopy of lights and tunes by Macon Pops, they’ll be able to take selfies with Santa, go on carriage rides, and experience downtown Macon’s 80+ restaurants and shops beautifully decorated for Christmas.”

What’s New?

- Macon Pops will perform a concert to kick-off the show on November 30, at the intersection of First Street and Poplar Street and is free and open to the public!
- Christmas Parade will be held in downtown Macon on Sunday, Dec. 2 at 4 p.m.
- Over 400, 000 lights will be added this year.
- Santa Claus will be on hand for free photo ops from 6 – 10 p.m. during the weekends: Dec. 7, 8, 9; Dec. 14, 15, 16; and Dec. 21, 22, 23.
- Live reindeer will accompany Santa Claus on Saturday, Dec. 22 from 6 – 10 p.m.
- Carriage rides will be available for a fee during the weekends: Dec. 7, 8, 9; Dec. 14, 15, 16; Dec. 21, 22, 23.
- “Christmas in Downtown” – an annual Christmas Festival taking place in downtown Macon – will take place on Saturday, Dec. 15 from 2 – 6 p.m. at Rosa Parks Square and First Street. *Enjoy a Macon Makers Market, snow, free photos with Santa, live performances, Christmas crafts for children and much more.* Free and open to the public.
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For more information, visit our Facebook Page: <http://bit.ly/MaconLightExtravaganza>

Media Requests Contact:

Em Fergusson

Profound Works Public Relations & Marketing

478.960.8045

publicity@profoundworks.com