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## **GLENDALE'S OFFICE OF SPECIAL EVENTS WRAPS UP FESTIVAL SEASON WITH INCREASED ATTENDANCE IN 2013-14**

**GLENDALE, Ariz.** – Twinkling lights, hot air balloons and sweet confections are the components that make up Arizona's best festivals, but the residents and visitors are the heart and soul of downtown Glendale during the festival season. This past year, downtown Glendale was packed with all of these things, and more people came to enjoy the festivities.

Glendale's festival season, which includes six festival weekends, drew a total attendance of 340,000, about a 7% increase over the previous year. Part of what drives that attendance, in addition to advertising, word-of-mouth and reputation, is editorial coverage. Television media coverage resulted in hundreds of stories, with a publicity value of \$443,000, reaching an audience of just over 3 million around the Valley and state.

One highlight of the event season occurred when CBSnews.com recognized Glendale Glitters as one of the top five community holiday light displays in the country. The event, now in its twentieth year, is Arizona's largest free holiday light display which attracts tens of thousands of people to the area and has received numerous awards.

Glendale's festivals are produced by the city's Office of Special Events to showcase the historic downtown area, as well as to bring visitors to the area to discover the more than 90 shops, boutiques and restaurants. The downtown merchants have given city staff positive feedback on the impact to their businesses because of the festivals. Here are just a few comments from merchants:

(more)

## 2013-14 Festival Season Recap

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- “The reputation of these special events and the fact that they bring thousands of visitors to our doorstep are a huge component of our business growth,” said Linda Moran-Whittle, owner of Papa Ed’s Ice Cream in Historic Catlin Court. “The most recent Chocolate Affaire is just one example of how grateful we are to be a part of this community: another festival with record-breaking sales, meeting new customers and visiting with those that return ever year to our family-friendly events is why we are proud and appreciative.”
- “The Glitter & Glow Block Party was done very well. We had three balloons on our corner and one in front of the store that brought business to all of the merchants at our end of the street,” stated Shelley Mazzeo, owner of Lulu’s Boutique on Glendale Avenue. “Congratulations to city staff that made this a great event for a night of sales we hadn’t seen since this event last year!”
- “The Chocolate Affaire, along with Glendale Glitters and Glitter & Glow are the very shot in the arm for downtown merchants that financially is keeping us afloat from month to month and collectively from year to year,” said Joe Cerreta, Vice President of Cerreta Candy Company. “Great job and thank you so much from the entire downtown community.”

Highlights of Glendale’s festivals can be viewed throughout the year on Glendale 11, the city’s award-winning cable TV station, or online. All three major festivals have their own 30-minute program recapping the sights, sounds and excitement of each celebration. Every program is available online at [www.glendaleaz.com/glendale11](http://www.glendaleaz.com/glendale11) and vignettes from each show are also on the city’s YouTube channel at [www.youtube.com/myglendale11](http://www.youtube.com/myglendale11).

For more information on Arizona’s Best Festivals® like us on Facebook at [www.facebook.com/arizonasbestfestivals](http://www.facebook.com/arizonasbestfestivals) or check out the city’s website at [www.glendaleaz.com/events](http://www.glendaleaz.com/events).

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