

FOR IMMEDIATE RELEASE

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GLENDALE GLITTERS MAKES THE SEASON BRIGHT FOR HUNDREDS OF THOUSANDS IN MORE WAYS THAN ONE

GLENDALE, Ariz. – Glendale Glitters never fails to delight visitors from all across the Valley, and this year, even from across the nation, as football fans rolled into town, helping attendance to reach 270,000 for the six-week event period.

Glendale Glitters Spectacular, the opening weekend kickoff for the annual holiday light display, attracted 75,000 people. In addition, the December holiday weekend events held between Dec. 3 and 18 were increasingly well attended from 25,000, to 30,000 to 40,000 respectively each weekend. The grand finale, the Glendale Glitter & Glow Block Party, rocked 16 blocks of Historic Downtown Glendale, attracting approximately 100,000 people in that single evening.

Many merchants in Historic Downtown Glendale experienced an increase in sales, especially during the Glendale Glitter & Glow Block Party weekend. In fact, the Marketing/Communications Department received comments from many business owners such as Haus Murphy's and The Apple Tree, both longtime downtown merchants.

“This past holiday season has been just wonderful, with so many new visitors finding us while enjoying Glendale Glitters. Each year, the events are bigger and better than before. As a shop owner, I am so appreciative of the city's ongoing commitment to our downtown,” said Karen Landes, owner of The Apple Tree.

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Glitters Season Recap

Add 1.1.1

“The special events in Downtown Glendale have such an impact on my shop. The exposure of thousands upon thousands of visitors is just awesome - something none of the businesses here could ever achieve. Glitter and Glow this year was the best yet! Judging by the crowds in my shop and on the streets, I think it must have been the biggest ever, too.”

“This year’s Glendale Glitter & Glow was a phenomenal night!” stated Rose Hoffman, owner of Haus Murphy’s. “Of our 15 years in downtown Glendale, this was our best night, it broke all the records. We are ever so grateful to the city for putting on these events. We are looking forward to the Chocolate Affaire and the Jazz & Blues Festival just around the corner.”

Glendale Glitters made the holiday season bright for many with more than just twinkling lights. The Spirit of Giving Weekend involved a food drive for St. Mary’s Food Bank, which not only collected food during the event hours, but partnered with 18 downtown merchants to further promote the collection of meals for needy families during the holidays. Among the merchants who became involved was Diana Steele, owner of AZ Dolls and Gifts, who actually collected for the food bank all year long, putting something into a fund any time a customer had a doll appraisal. For the second year in a row, Steele donated her appraisal fund to St. Mary’s and this year her fund quadrupled from last year, up to \$300, feeding about 2100 people. In total, the Spirit of Giving Weekend and merchant food drive donated enough food to St. Mary’s Food Bank to provide nearly 1200 meals to families, reminding Valley residents about the true meaning of the holidays.

Valley residents and out-of-town visitors can continue to enjoy the lineup of events in downtown with the 16th annual Glendale Chocolate Affaire Feb. 4-6. 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.

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Glitters Season
Add 2.2.2

Another popular event is the Glendale Jazz & Blues Festival, which will bring phenomenal national and regional recording artists for the award-winning two-day music festival April 16-17.

For more information on Glendale's festivals, call the Special Events hotline at 623-930-2299, or visit 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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