



# FESTIVAL FACT SHEET

**NOVEMBER 25, 2017 | 4:00PM - 8:00PM | 124 Street**

The 124 Street Business Association's "*All Is Bright*" Festival is an outdoor, culturally unique event that celebrates the coming of the winter season in Edmonton and *lighting up the night* through illumination, fun, and live entertainment. We would like to kick off the holiday season by showcasing that 124 Street is the premier destination for food, fashion and art in Edmonton.

Our festival is *FREE* and everyone is welcome!

## FESTIVAL PROGRAMMING AREAS:

Main Stage will be located on 124 Street, where the street becomes Jasper Avenue.

A variety of activities, installations and entertainment will take place on 124 Street, between 102 Avenue and Jasper Avenue, with some activity extending up to 108 Avenue.

## LIGHT UP THE NIGHT:

Join us for the main attraction! The "Light Up The Night Ceremony" takes place at 5:00PM. Join us as we countdown to the official turning on and unveiling of the holiday lights in the area!

And don't miss the "Light Up" contest among 124 Street businesses to illuminate their business with lights and decorations! Explore them all!

## MAIN FESTIVAL CONTACT:

ERYNE SARABIN,  
Owner of Tycoon Event Planning & Promotions  
"*All Is Bright*" Festival Event Coordinator

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## FESTIVAL ATTRACTIONS:

- Light installations
- Live performances on the Main Stage
- Beverage Garden
- Kid's Zone program area and activities
- Lively street performers
- Free sleigh rides

- Ice carving demos
- Fire dancers and fire shows
- Light dancers
- Winter activity demos
- Hot beverage stations
- Swag and giveaways

- Carolers
- Edmonton's hottest food trucks
- Santa Claus Photo Booth
- Fire pit seating areas
- Drop-in street hockey and winter sports
- Festival store specials and activities

## FESTIVAL AND AREA STATS:

### BUSINESSES AND TRAFFIC

- "*All is Bright*" 2017 is expected to draw an estimated 7,500 people.
- There are over 400 businesses that make up the 124 Street Business Association.
- The facilitation of the celebration of winter offered by this event aligns with the Edmonton's WinterCity Strategy.
- In 2016 a professional [promotional video](#) was produced to showcase the event.

### 2016 MEDIA COVERAGE AND ACCOLADES

- "*All is Bright*" 2016 was featured in a live TV segment on CTV Noon News.
- "*All is Bright*" 2016 was covered in an article by the Edmonton Examiner, the Metro, and in The Yards winter issue.

- "*All is Bright*" 2016 was featured on iNews 880, in the Winter City Excitement Guide, Vue's Winter Guide, Edmonton's Child Magazine, the November/December issue of WHERE Edmonton Magazine, Avenue's Weekender, Capital FM, and CBC.
- Edmonton Tourism promoted the event via their website, in an advertising campaign, newsletter, blog, and on social media.
- SHAW TV ran segments on the festival over six days, with five segments per day.
- The event was featured on Dinner TV.
- CKUA ran custom ads on the event.
- "*All is Bright*" 2016 was featured on over 40 online event calendars.
- Blogs segments of the event were done by Mack Male and Local Good.

### JOIN THE CONVERSATION

- In 2016, #AllisBright had the most successful reach to date. We made 426,000 unique impressions on Twitter.
- We reached more than 200,000 social media accounts.
- @Shop124Street had just over 1,000 retweets and shares.

### WEBSITES

- 124 Street BRZ's website saw 6,062 unique page views and 4,531 impressions on November 19, 2016.
- The "*All is Bright*" page had 9,878 page views (9,005 unique views) during the week leading up to the event and 4,189 page views (3,804 unique views) on the day of the event.
- To view photos of the 2016 event, [visit here!](#)



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