



**CONTACT:**

Stephanie Carroll  
Manager of Business Development & Community Relations  
City of Auburn Hills  
248.364.6802  
scarroll@auburnhills.org

**FOR IMMEDIATE RELEASE:**

**AUBURN HILLS ILLUMINATES THE HOLIDAY SEASON  
AT 22<sup>nd</sup> ANNUAL TREE LIGHTING CEREMONY ON DECEMBER 4**

**Auburn Hills, MI-November 17, 2015**-On Friday, December 4, 2015 the holiday season will officially begin as the community celebrates its 22<sup>nd</sup> annual Tree Lighting Ceremony in Downtown Auburn Hills.

This joyous festival is a free event for all. Join the Mayor and members of City Council as they welcome special guests Santa and Mrs. Claus and light up the enormous Christmas tree at the corner of Squirrel and Auburn Roads.

Following the Tree Lighting Ceremony, everyone is invited to visit with Santa and Mrs. Claus in the Downtown Education Nook (DEN) and take a memorable photograph home as a keepsake. Participants can enjoy a horse drawn carriage ride through town, snack on s'mores at the bonfire pit, see a holiday magic show, make crafts and walk through downtown and see the specials the stores and restaurants have to offer.

"The Tree Lighting Ceremony is the perfect time for families to come and experience all that our beautiful downtown has to offer as we kick off the holiday season," Auburn Hills Mayor Kevin McDaniel says. "In addition to the great activities planned, our businesses will be open for everyone to visit."

Auburn Hills has a direct mail route to the North Pole! This holiday mailbox will be on display from Thanksgiving through Christmas. Kids and families can stop by the letter writing station at the Ceremony and mail Santa a message the night of the event, or write one at home and bring it downtown.

The holidays are a time for giving. The City is collecting donations for two incredible causes this year. In 2015, a partnership with local nonprofit, Desert Angels, was fostered to work together to send care packages to our troops overseas.

Additionally, Auburn Hills is collecting donations of new winter gear including, mittens, coats, hats, gloves and scarves. All items will be donated to the Rochester Area Neighborhood House, a nonprofit that helps assist individuals in the Auburn Hills community during times of hardship, helping them move toward self-sufficiency. Donations to both wonderful causes can be brought to the University Center during the Tree Lighting Ceremony, or dropped off during regular City Hall hours for your convenience.

This cherished celebration is a great way to build memories surrounded by family and friends. Auburn Hills invites you to experience this great holiday tradition that allows you to explore Auburn Hills' expanding Downtown.

This event is sponsored by the Auburn Hills Tax Increment Finance Authority (TIFA). For more information and a full schedule of events and acceptable donation items, please visit the City's website and download the Holiday guide at [www.auburnhills.org](http://www.auburnhills.org) or contact Samantha Mariuz, Management Assistant at [smariuz@auburnhills.org](mailto:smariuz@auburnhills.org) or 248-364-6806

## **About Auburn Hills**

The City of Auburn Hills is a distinguished leader in southeast Michigan. Home to 23,000 residents, as well as a workday population of approximately 100,000, Auburn Hills continues to be a thriving global business address. It is home to over 70 international corporations and hosts the World and North American headquarters for numerous outstanding businesses such as Fiat Chrysler Automobiles, Continental Automotive Systems, Faurecia, and BorgWarner. Auburn Hills' residents enjoy the amenities of city and suburban living with parks, a revitalized downtown district and a welcoming city complex with a library and community center. Additionally, the city has five colleges and universities, the award winning Palace of Auburn Hills entertainment complex and Great Lakes Crossing Outlets, one of the state's largest destination shopping centers, providing a variety of cultural, social and educational opportunities to residents, workers and visitors. Learn more at [www.auburnhills.org](http://www.auburnhills.org).

###