



MEDIA RELEASE

November 14, 2014
For immediate release

Centennial Light Up the Future itinerary for Friday, November 28th

Today, the Swift Current Centennial Committee is pleased to announce the finalized itinerary of the Centennial Light Up the Future event that is taking place in downtown Swift Current on Friday, November 28th, beginning at 4:00 PM. Your entire family is encouraged to join the fun as we celebrate the final event of the City's Centennial Year.

The Centennial Light Parade courtesy of the Lions Club

The Light Up the Future event will begin with a new, featured event courtesy of the Swift Current Lions Club, as a holiday Light Parade will commence at 6:30 PM and move through the downtown core, arriving at Market Square for the Tree Lighting at 7:00 PM. If you would like to watch the Light Parade, you are encouraged to line the Parade Route beginning at 6:00 PM. We remind all motorists that the Parade Route will be closed to parking from 4:00 PM that afternoon.

(Parade Route Map attached)

The Christmas Tree Lighting at Market Square

All of the anticipated elements will be back at Market Square on the corner of Central Avenue and Chaplin Street... Santa Claus, the Christmas Tree Lighting and horse-led sleigh rides. However, this Centennial version of an annual winter tradition will feature much, much more...

Market Square Stage:

- 5:00 PM — CKSW 570 Radio on location with holiday music
- 5:30 PM — Al Hudec
- 6:00 PM — Jacqueline Hudec
- 6:30 PM — Centennial Light Parade courtesy of the Swift Current Lions Club
- 7:00 PM — Centennial Choir
- 7:20 PM — Greetings from Mayor Schafer and Centennial Committee Co-Chair David Spencer
- 7:20 PM — Santa Claus arrives!
- 7:30 PM — Tree Lighting
- 7:35 PM — The Sun Drops

- 8:15 PM — ESL Choir
- 8:30 PM — Creek City
- 9:15 PM — Myshel Pajuaar with Mark Penner

Additional activities:

- Mocktail Bar and Ice Sculpture Display across from Market Square, sponsored by Innovation Credit Union and the Pioneer Co-op
- Horse Rides and live Reindeer
- Santa Claus and friends!
- Fire pits & Marshmallows
- Hot Chocolate provided by MNP
- Candy bags for children provided by Nutter's and the Swift Current Ag & Ex Association
- Gift bags for children provided by the Swift Current Mall
- Standard Motors commemorative gift giveaways
- Living Sky Casino Rip 'n' Win tickets

Events at the Lyric Theatre

Downtown's historic Lyric Theatre will act as a warm venue to share holiday cheer during the event, complete with live entertainment and a Christmas Traditions Bake Sale. The Lyric will also be the final display location of the Festival of Trees. Bids will be accepted at the Lyric from 4:00 to 6:00 PM, with the winning bids announced later in the evening, along with the winning entries in the Light Parade.

Lyric Theatre Stage:

- 5:30 PM — The Sun Drops
- 6:30 PM — Centennial Light Parade courtesy of the Swift Current Lions Club
- 7:15 PM — Creek City
- 8:00 PM — Speeches
- 8:00 PM — Parade & Festival of Trees winners announced
- 8:00 PM — Festival of Trees Video
- 8:15 PM — Celia Hammerton
- 9:00 PM — Jacqueline Hudec

Additional activities:

- 4:00 – 10:00 PM — Christmas Traditions Bake Sale
- 4:00 – 6:00 PM — Festival of Trees bidding
- Hot Beverages & Bar Service
- Kal Tire Draw for Winter Tires

The Festival of Trees

A wonderful Swift Current tradition is making a return this year in conjunction with Light Up the Future, as the Festival of Trees is back in support of local healthcare. Local businesses or individuals have been recruited to purchase and decorate trees, which will then be made available via silent auction, with proceeds going to the Dr. Noble Irwin Health Care Foundation. Trees will be decorated and on display at the Swift Current Mall. Silent auction sheets will accompany each tree to keep track of bids, with a minimum bid of \$250.00. If you are interested in sponsoring one of the trees to showcase your business or organization, please contact Rri Olson at 306-778-1678 or email r.olson@swiftcurrent.ca.

Currently, the following businesses/organizations have graciously sponsored trees:

- Living Sky Casino
- Pharmasave
- Home Hardware
- Integra Tire
- Grower Direct
- Cypress Motors
- City of Swift Current

Volunteers welcome!

As with all events, the help of volunteers is graciously accepted. If you are interested in volunteering your time and energy to any element of these events, please contact Lenora Bells at the Swift Current Agricultural & Exhibition Association at 773-2944.

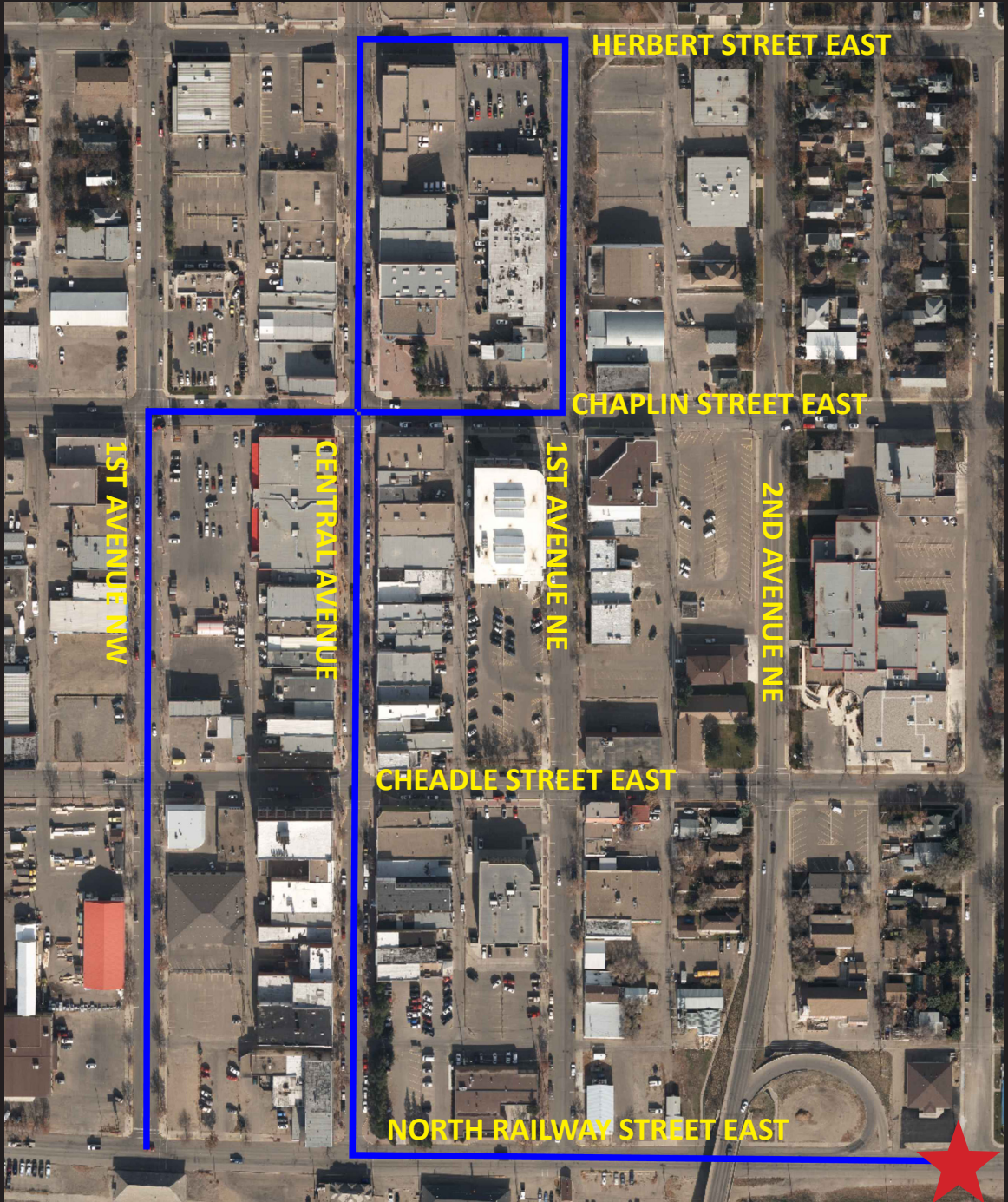
-30-

For more information please contact:

Michael Boutilier
Communications and Stakeholder Relations Coordinator
City of Swift Current
Phone 306.778.2759
Cell 306.741.0732
m.boutilier@swiftcurrent.ca



SWIFT CURRENT 2014



The Centennial Light Parade, courtesy of the Swift Current Lions Club

Friday, November 28, 6:30 PM

NO PARKING on parade route after 4:00 PM