



**OUT FRONT  
MEDIA RELEASE**

***Nathan Walls***

***Interim PIO***

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Contact: Nathan Walls, Interim PIO

Date: 5/1/2013

Phone: (910) 433-1578

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## **Parks & Rec Receives Grant for Christmas in the Park**

(Fayetteville, N.C.) – Fayetteville-Cumberland Parks & Recreation has been approved for a \$15,000 grant from the Cumberland County Tourism Development Authority to market the Christmas in the Park lights event. The grant will be used for billboards in the Sandhills and advertising in Our State magazine, the second largest paid circulation of any privately published state magazine in America.

Christmas in the Park is held each December in Arnette Park, off Wilmington Highway, and features 70,000 lights, a train ride, a photo op with Santa, a 30-foot Christmas tree surrounded by smaller trees synchronized to music and Christmas movies displayed on a large movie screen.

Participants can also create a Christmas craft, listen to local entertainment, have a cup of hot chocolate, roast marshmallows and enjoy the experience of walking the lighted one-half mile handicap accessible trail.

Parks & Recreation has seen a rapid growth of participants each year since the Christmas in the Park program started in 2010. During the first year, the event drew approximately 4,000 people, 8,000 participants in the second year and 11,000 people last year.

Based on surveys conducted on the last night of the 2012 Christmas in the Park event, which was the busiest night Parks & Recreation has ever had, approximately 44 percent of participants lived outside of the event's 10 mile radius. Overall, 17 percent drove 11 to 20 miles to attend, 11 percent drove between 21 to 40 miles to participate and 10 percent of the participants were from out of state. Six percent drove 41 or more miles.

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Fayetteville City Hall  
433 Hay Street  
Fayetteville, NC 28301

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