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FOR IMMEDIATE RELEASE

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IT'S BIG, IT'S BRIGHT, IT'S COMING LAGNIAPPE NIGHT!

ROCHESTER, Mich. – Nov. 16, 2010 – You are invited to brighten your holidays in downtown Rochester with The Big, Bright Light Show! The buildings in Downtown Rochester will be covered in more than 1.5 million points of glimmering holiday light which will be lit nightly, Nov. 29 through Jan. 2, 2011, from 6:00 pm to midnight.

The Big, Bright Light Show, a holiday display unlike any in the Midwest, is entering its fifth year. As with previous years, the buildings of Main Street will be covered in big, bright lights beginning at the South Bridge, but this year, they will extend all the way north to Romeo Road. Additionally, buildings on Fourth Street from Walnut to Water Street will be covered.

The Western Knitting Mill on Water Street is home to the Snowflake Spectacular, sponsored by Roy Rewold and Frank Rewold - a dazzling display of over 75 giant snowflakes that flash to the beat of holiday music. The traditional Christmas tree on University will be transformed into the Dazzling Tree of Lights, with lights covering every inch of the tree.

“The Big, Bright Light Show is holiday magic personified; it is something you have to see to believe,” stated Kristi Trevarrow, Executive Director of the Rochester Downtown Development Authority (DDA). “This holiday tradition is one of a kind, and the perfect complement to the one of a kind shopping experience one will find in downtown Rochester.”

The Big, Bright Light Show will debut on Monday, Nov. 29 at 7:00 pm during the 38th Annual Lagniappe celebration and will be illuminated every night from 6:00 pm to midnight through Jan. 2, 2011. Most stores are open Monday through Saturday, until 9:00 pm.

The Big, Bright Light Show is sponsored by Frank Rewold & Son, Crittenton Hospital Medical Center, Sanctuary at Bellbrook, Rojo Mexican Bistro, Oakland University, Bank of America, Wesley Dental & Associates P.C., Michigan Humane Society, Michigan First Credit Union and the Rochester DDA. For more information, contact the Rochester DDA at 248.656.0060 or visit us online at www.DowntownRochesterMI.com or www.facebook.com/BigBrightLightShow.