

MEDIA RELEASE
FOR IMMEDIATE RELEASE



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Illuminights Tickets Now On Sale

Advance Tickets Only This Year - Volunteers Still Needed

Roanoke County, Virginia (October 19, 2020) – Explore your holiday spirit through a dazzling world of over 500,000 lights. Roanoke County and Center in the Square have expanded the signature event to include 41 nights from November 20 through January 2. Visitors will experience new displays, dazzling enhancements and family activities.

Due to COVID-19 precautions, only advance tickets will be sold for the event (no walk-ups), with assigned arrival times. Tickets can be purchased in the following ways:

- Online (preferred): Visit ExplorePark.org/Illuminights
- Phone Purchase: Weekdays from 9:00 AM to 5:00 PM by calling (540) 387-6078 ext. 0.
- Walk-in Purchase, at these select locations:
 - Explore Park Visitor Center, 56 Roanoke River PKWY 24014 (Th-Su, 9 AM to 5 PM)
 - Brambleton Center, 7415 Brambleton AVE 24018 (M-F, 9 AM to 5 PM)
 - Public Service Center, 1206 Kessler Mill RD 24153 (M-F, 9 AM to 5 PM)
 - Center in the Square Box Office, 1 Market SQ 24011 (Tu-Sa, 9:45 AM to 4:45 PM, Su, 12:45 PM to 4:45 PM)



Tickets are \$14 for adults (ages 15+) and \$6 for children (ages 2-14). Save \$2 off each individual admission on select Savings Days. Groups of 10 or more save an additional \$1 off on Savings Days by phone only by calling (540) 387-6078 ext. 0.

Volunteers are still needed to fill many available time slots throughout the event. Positions include such duties as customer service, event support, guest services, green team, marshmallow roasting and greeters. Individuals or organizations willing to participate should contact volunteer coordinator Charlie Goens at (540) 777-6340.

In order to enjoy Illuminights this year, please purchase tickets in advance, wear face coverings and social distance while on the Walk of Lights trail. These steps will ensure the safety of our guests, staff and volunteers.

All proceeds from the event go to support the valuable missions of Center in the Square and Explore Park. Illuminights is made possible through generous support from Carilion Children's Clinic, and Shields & Ginny Jarrett. Major media support provided by WSLs-TV. Explore Park is located at Blue Ridge Parkway Milepost 115.

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Administrative Offices

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