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## **Capital City Holiday Celebrations Light Way To Great Getaways**

Holidays in Little Rock Web Site Unwraps Seasons Greetings; Parade Scheduled for Dec. 6

LITTLE ROCK, Ark. (October 3, 2008) – City officials are asking you to join them in Little Rock for breathtaking foliage, harvest celebrations, haunted museums, historical home tours, cultural attractions, flavorful dining and more this holiday season.

The Little Rock Convention & Visitors Bureau (LRCVB) officially kicked off the beginning of the capital city's 2008 autumn and winter festivities this week with the launch of [www.HolidaysInLittleRock.com](http://www.HolidaysInLittleRock.com), a one-stop, online information source to all holiday happenings planned from now through New Year's Eve.

A full calendar of seasonal events, lodging deals and "Eat, Drink & Be Merry" information is posted on the site, in addition to an online guide to Little Rock shopping.

"Little Rock has become a premier destination for couples and families who are looking for a unique holiday experience without having to deal with all of the headaches and hassles associated with larger metro areas," said LRCVB Chief Executive Officer Dan O'Byrne. "We want to encourage visitors and residents to come see for themselves what makes Arkansas' capitol city a best-value destination for families."

Downtown Little Rock will be bursting with good cheer and family fun on Saturday, Dec. 6, as the Big Jingle Jubilee holiday parade takes center stage.

School marching bands and non-profit community organizations will again have the opportunity to win cash prizes as part of the parade's float competition. The band cash prizes will be \$1000 and \$500 for first and second places and \$1,000, \$750 and \$500 for the top three winners among non-profit entries.

"The Big Jingle Jubilee provides an opportunity for citizens of Little Rock to get together to celebrate the holiday season," said O'Byrne. "We're going to have a great time, and it's free. We invite everyone to take advantage of the chance to bring family and friends together."

The LRCVB is currently accepting applications from those interested in participating in this year's event online at [www.HolidaysInLittleRock.com](http://www.HolidaysInLittleRock.com). Parade applications must be received no later than Friday, Nov. 21. There is no fee for entry.

The parade will begin at 3:30 p.m. at Second and Broadway Streets, travel south on Broadway, turn west onto Capitol Avenue and end at the State Capitol. An official lighting ceremony and fireworks display will follow at dark (approximately 6 p.m.).

Winners of the float and marching band competitions will be posted on [www.HolidaysInLittleRock.com](http://www.HolidaysInLittleRock.com) after the conclusion of the parade.

The Big Jingle Jubilee Holiday Parade is one of the annual highlights of "Big On Little Rock," a community-wide program designed by the LRCVB to help residents celebrate the great benefits our city has to offer.

For more information about Little Rock's 2008 holiday season or the Big Jingle Jubilee Holiday Parade, visit [www.HolidaysInLittleRock.com](http://www.HolidaysInLittleRock.com) or call the Angela Rogers Group at (501) 975-1958.

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