

NEWS RELEASE

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Celebrate The Season Revenues Donated to Charity

MONCKS CORNER, S.C. – The Old Santee Canal Park today donated proceeds from the inaugural Celebrate The Season holiday festival to Trident United Way and the Berkeley County Museum and Heritage Center.

In a brief ceremony held at the park's Interpretive Center, Park Director Troy Diel presented checks of \$13,690 to David Nicole, vice president of Trident United Way, and Carolyn Pilgrim with the Berkeley Museum. The proceeds were generated by ticket sales from Celebrate The Season's month-long holiday lights display and weekend holiday fairs.

"We're just so glad we can support these outstanding organizations through an event that was embraced with such enthusiasm by our communities," Diel said. "Celebrate The Season was a gift to the people of Berkeley County, and it will keep giving back through the work of Trident United Way and the Berkeley Museum."

Approximately 8,066 vehicles passed through Celebrate The Season's enchanting exhibition of larger-than-life light displays, and families from throughout the Lowcountry made the Holiday Fair on the weekends a new part of their holiday traditions.

All told, the festival raised \$36,596 that was donated to area charities. In addition to TUW and the Berkeley Museum, title sponsors chose three additional charities that received one night's worth of gate admissions – approximately \$3,000 - each.

Berkeley County schools lent their talents to the entertainment calendar as well as to giant holiday cards displayed at the Old Santee Canal Park. The Town and Village Garden Club treated attendees to a beautifully decorated Stony Landing House full of greenery and other trimmings that would have been used in the mid-1800s. Local talents were also on display at craft shows, and charities also sponsored food sales.

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Celebrate The Season was powered by Santee Cooper Green Power made in South Carolina from renewable resources and was illuminated by energy efficient LED lights. Just how much energy do LED lights save? A large display like those features at Celebrate The Season runs on 16 amps with LED lights and 2,000 amps with incandescents. That's the difference between powering a hair dryer and powering 10 homes.

Diel said planning is already underway for the 2012 Celebrate The Season festival. "I don't think we could've asked for a better result from our first year," Diel said. "And now we get to build on that success with the knowledge and experience we gained planning it and pulling it off."

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