

FOR IMMEDIATE RELEASE

What's New at the Festival of Trees 2010, Red Hot for the Holidays at the Orlando Museum of Art Saturday, November 13 - Sunday November 21, 2010

ORLANDO, Fla. (September 10, 2010) - The Council of 101 is proud to announce Red Hot for the Holidays, the 24th Annual Festival of Trees presented by PNC Bank, November 13th through November 21st, 2010, at the Orlando Museum of Art (OMA). Central Florida's favorite holiday event has exciting changes this year. This year's Red Hot theme describes the heated-up design, entertainment and events presented. From the Red Hot Gala, a formal, upscale, red carpet experience, to the Red Nose Reindeer Romp, and the Red Hot and Cool Holiday Stroll, an evening event with a posh, hip vibe, there are special events for all ages. For over 20 years, The Festival of Trees has showcased magical displays of designer decorated trees, wreaths and gingerbread creations, stunning holiday vignettes, a gift boutique, the Toyland Town activity area, Holiday Garden, and a Festival Café complete with daily entertainment. The entire family will enjoy the sights and sounds of this popular Central Florida tradition organized by the Council of 101.

The event begins on Friday, November 12th with the Red Hot Gala, a black tie preferred affair to remember from 7 until 11pm. The Gala will be the opening party for both the Council of 101's 2010 Festival of Trees and *Treasures of the Orlando Museum of Art*, a special exhibition of selected masterpieces from the OMA's permanent collections. The elegant evening promises delectable food and incredible entertainment. This year's gala will have special sponsorship opportunities including premium seating at beautifully decorated tables with formal place settings, table gifts, and champagne served tableside by dedicated wait staff. Ample open seating will be available as well. An expansive and fabulous gourmet buffet created by award-winning Chef Jamie McFadden of Cuisiniers will delight the taste buds of all of our attendees as will the offerings of our other notable restaurant sponsors. Tickets are \$125 and can be purchased at the door, or in advance by calling the Council of 101 at 407 896 4231 x254. Complimentary valet parking is available.

New features in the galleries include the Growing Forest, a collection of medium sized trees available for purchase and perfect to display in condominiums or vacation homes. Also amped-up this year is Entertaining by Design, where a single dollar donation ticket gives guests a chance at winning fantasy holiday table settings, gourmet gift baskets, or even a Red Hot Holiday Road Trip. Enjoy beautiful holiday window displays and take a chance to win a holiday shopping extravaganza featuring jewelry and other glittering selections.

Children have an evening all their own with Santa, food and fun at the Red Nose Reindeer Romp on Wednesday, November 17th from 6 to 8:30pm. In addition to the great entertainment, there will be food, crafts and reindeer food for children to take home. Tickets for this popular family event are \$12 and available at the door, or may be purchased in advance by calling 407 896 4231 x254.

The ever-popular Red Hot and Cool Holiday Stroll will take place on Friday, November 19th from 7 to 10pm. This fun event is an opportunity to enjoy the festival in a hip, club-like setting. Tickets are \$40 and can be purchased at the door or in advance by calling 407 896 4231 x254.

The extended hours until 8pm on Thursday, November 18 and Saturday, November 20. Tickets are \$10 for adults and \$6 for children. Seniors have their own red-letter day on Tuesday, November 16, with discounted admission. On site parking is available for \$5. Festival of Trees is open daily from 10am until 5pm, with

Proceeds from The Festival of Trees benefits the OMA, including the children's art education programs offered to over 25,000 Central Florida children. The OMA is located in beautiful Loch Haven Park at 246 North Mills Avenue in Orlando. The Festival is organized by Council of 101 and relies on the generous support of sponsors and those who decorate and purchase trees, wreaths, gingerbread creations, and those who provide entertainment and cuisine. For more information, visit www.omart.org or contact Vicky Crozier, Vice President, Marketing & PR, Council of 101, 407 896 4231 x254 or Linda Cegelis, PR & Marketing Manager, OMA, 407 896 4231 x239.

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Orlando Museum of Art