

FOR IMMEDIATE RELEASE

“Red Hot Gala” is the Theme for the 24th Annual Festival of Trees Opening Night Party at the Orlando Museum of Art

ORLANDO, Fla. (October 19, 2010) - The holiday season ignites with the Red Hot Gala, the opening night party for the Festival of Trees sponsored by PNC BANK and hosted by the Council of 101 at the Orlando Museum of Art (OMA), on Friday, November 12, 2010, from 7pm until 11pm. The event celebrates the opening of the Festival of Trees and the Treasures of the OMA exhibition. Guests will be treated to fine dining, a silent auction, dancing, great entertainment, and complimentary valet parking at this red carpet event. *The Treasures of the OMA* is an extraordinary exhibition of critically acclaimed art treasures from the permanent collections of the OMA. Admission is \$125 per person.

Guests can preview the Festival of Trees, purchase unique holiday decor and bid on exciting silent auction items. Sump-tuous gourmet fare will be created by Cuisiniers Catered Cuisine and Events, ABC Fine Wine & Spirits, Fleming’s Prime Steakhouse and Wine Bar, 4 Rivers Smokehouse, Tommy Bahama Restaurant, Bailey’s Coffee Service and Cookie Cousins. Entertainment will be provided by the Buzzcatz, Greg Eyma, Magicians Kostya Kimlat and Darren Rockwell and the new party hit PhotoMingle. Special Gala tours of *Treasures of the OMA*, the Art of the Ancient Americas Collection, and the African Art Collection will be offered.

Festival of Trees is the premier holiday event in Central Florida and is orchestrated by the Council of 101. An annual event since 1986, it provides the community with a truly inspiring holiday experience. This year’s stunning transformation of the museum centers on the theme Red Hot for the Holidays! and runs from November 13, through November 21, 2010. Presenting sponsor for the Festival of Trees 2010 is PNC BANK. Festival of Trees features a wide range of special events including the Red Nose Reindeer Romp on Wednesday, November 17th, and the ever popular Red Hot and Cool Holiday Stroll on Friday, November 19, 2010.

PNC Bank, N.A., is a division of The PNC Financial Services Group, Inc. (www.pnc.com), one of the nation’s largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

All proceeds from the Festival of Trees benefit the Orlando Museum of Art, located in Loch Haven Park. For more information, visit www.omart.org or contact Vicky Crozier, Vice President of Marketing and Media Relations, Council of 101, 407 896 4231, x254.

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Hours: Tuesday – Friday 10 am – 4 pm, Saturday – Sunday noon – 4 pm, closed major holidays.

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Orlando Museum of Art