



If you haven't noticed, a new holiday trend has taken the Valley by storm. As much as we love Arizona and all that it has to offer, sometimes our weather doesn't exactly match the ideals of the holiday season. How many of us have ever said these words: "It just doesn't feel like Christmas." However, more and more places have been popping up with their own take on the winter experience.

Tempe has its First Snow Fall and Holiday Tree Lighting at Tempe Marketplace, Downtown Phoenix has Holidays in Downtown, which consists of a tree lighting and ice rink, but none are quite as grand as Winter Fest in Glendale.

From Friday, Nov. 30 to Sunday, Dec.2, Winter Wonderland hosted at Glendale's University of Phoenix Stadium parking lot will undergo an unrecognizable transformation; ordinary to magical.

Fantastic attractions like ice skating, snow machines, carnival rides and a 15-foot life-size globe will surely take you to a place of pure joy and excitement. The transformation reaches its peak with a 50-foot tree and a special, special guest for kids as they will get to visit with Santa and deliver those Christmas lists early this year.

With that aside, more than 300 types of extraordinary craft and artist vendors will also be in attendance for guests to seek, explore, and purchase from throughout the West Parking Lot. And another 100 food vendors are expected to dish plenty of delicious foods to keep energy high with so many festivities to enjoy.

Live entertainment is also scheduled each night of the Festival and features performances on Friday from Zowie Bowie, Static Dance Band on Saturday, and San Tan Swing Band on Sunday. Each performance offers a multitude of eclectic sounds from old to new.

To encompass the Christmas spirit of giving, a portion of each day's proceeds will be donated to the Make-A-Wish Foundation, Big Brothers Big Sisters and the Ronald McDonald House, respectively. Tickers are available online or at the door for the price of \$8 for adults, \$6 for children ages 5-14, and veterans, seniors, and active duty military for \$7.

More than 30, 000 are expected to be in attendance to make this one of the year's top events in the Valley. For additional information, visit: <http://www.winterfestphoenix.com> and to purchase tickets online visit: <http://www.ticketmaster.com>