

Nov. 13: Michael Pollack Turns on Holiday Lights

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For more than a decade, Valley real estate entrepreneur Michael Pollack has been dazzling local crowds with his over-the-top holiday light extravaganza. He flips the switch at 6:30 p.m. on Thursday, Nov. 13 for this year's display (can be viewed through New Year's Day). As part of Pollack's 13th Annual Holiday Display, Pollack will also offer complimentary holiday movies inside Pollack Tempe Cinema starting at 7 p.m. on Nov. 13.

"This year's holiday display will absolutely be the most outrageous and over-the-top display I have ever done at my Tempe Cinemas," says Pollack. "Every year we spend close to \$30,000 on our displays and this year I'm spending in excess of \$100,000 to produce what I think will be one of most spectacular spectacles in the East Valley with larger animations and more lights than you can even count."

The display, which started outside Pollack Headquarters in Mesa nearly 13 years ago with 100,000 lights has grown to hundreds of thousands of LED lights, and now takes over the entire Pollack Tempe Cinema Shopping Center, home to Pollack's Tempe Cinema at McClintock and Elliot in Tempe.

Pollack, who is celebrating 41 years in real estate, can also be seen in two holiday float parades this season. Pollack's holiday themed float with special guests will first play to a packed crowd at the Tempe Fantasy of Lights Parade starting at 6:00 p.m. on Saturday, Nov. 29 and then again at the APS Electric Light Parade on Dec. 6.