

FOR IMMEDIATE RELEASE

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First Annual Winter Lights Display throughout Cape Ann!

Nov. 27 thru Jan. 1 4PM-10PM Daily

Mark your calendars to pack up the car and head to Cape Ann for the First Annual 2020 Winter Lights Display Celebration! Over 150 places will be lit up throughout Cape Ann to help us all celebrate the joys of the season. A custom-designed Google Drive Map will be produced and available at DiscoverGloucester.com - highlighting Rockport, Gloucester, Essex and Manchester's participating locations. We invite family, friends, locals and visitors alike to join us for a month-long promotion of enchanting exploration and glimmering light displays.

"We are so thrilled with the energy and enthusiasm of our many partners to support a new but time-honored tradition of using light to celebrate the magic of the season. By simply illuminating our businesses and special places with lights helps us all find and share joy during these challenging times" says Elizabeth Carey of Discover Gloucester.

This signature illuminations itinerary travels through the beautiful coastal communities of Cape Ann along specific tourist districts to transform the region into a winter wonderland. The Google Map will showcase each decorated structure as well as provide information on parking, shopping, dining and lodging.

In addition to the Google Map, a printed brochure will be illustrating the illumination route guiding visitors through Cape Ann. The printed map brochure will also include parking areas and the list of all contributing members making it easy for folks to stop along the way to enjoy some shopping, dining options and perhaps an overnight stay! This handy hard copy piece will be available at participating businesses and organizations.

Participating light displays will include the Gazebo and Welcome Center at Stage Fort Park, Gloucester schooners Adventure, Ardelle and Thomas E. Lannon, Manchester Center and Rockport Inn & Suites to name a few. For a complete list of participants, go to www.discovergloucester.com/winter-lights-cape-ann.

We look forward to this magical event and hope that you make our Winter Lights event a holiday tradition for years to come!

Collaborative sponsors: Town of Rockport, Discover Gloucester, Manchester Cricket, Cape Ann Chamber of Commerce.

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