



# Lane of Lights

The Lane of Lights is located along Lover's Lane in East Valley Park in Excelsior Springs. The Christmas Committee has created this lighted drive through holiday display to give families and friends a destination on cold winter nights. It's a great way to top off or start an evening out to dinner or the movies, the school holiday performance or your family get-together. Each auto is stopped at the entrance, greeted warmly and then asked to make a donation.

Why the donation? The Lane of Lights is installed and funded through these donations from the community to the Christmas Committee, a non-profit all volunteer group of local residents who are dedicated to bringing holiday joy to Excelsior Springs. We've also designed this event as a way to give back to other local non-profit groups.

What's your job? We put up the lights, maintain the displays, and pay the electric bills. Your role is to greet visitors and collect donations on your designated evening. Not only will you be helping us to keep the Lane open so that more people can enjoy it, but you will also receive 50% of all donations your group collects!

## *Ways to make the most of your night at the Lane of Lights...*

**Use Social Media ...** Make lots of posts and share our 2019 Lane of Lights event for your night and invite everyone you know!

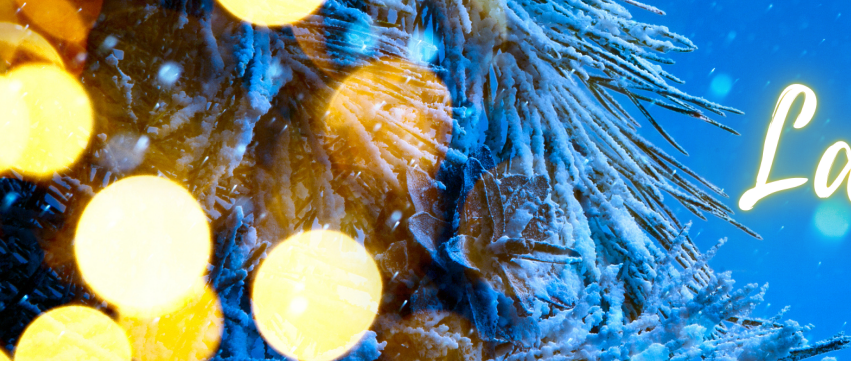
**Send An Email Blast** to everyone who is a member or supports your group, or better yet everyone you know! Tell them to visit the Lane of Lights on your designated evening!

**Post Flyers** at your school, club or supporting business.

**Schedule Your Group** members to work the Lane on your night. A minimum of 2 volunteers is required to be there at all times but no more than 6 or 7 at one time (keep in mind, parking is limited). The Lane is lighted each evening for 3.5 to 4.5 hours, depending on the night (setting shifts seems to work well for group volunteers).

**Dress Warmly!** A thermos of hot chocolate isn't a bad idea either. When traffic is slow, we have a shed donated by the Excelsior Springs Rotary Club that you can get warm in.

The Lane of Lights opens the weekend before Thanksgiving and continues through the end of the year.  
Monday through Thursday 5:30 PM - 9:00 PM & Friday and Saturday 5:30 PM - 10:00 PM.  
If you have any questions, email us at [exec@visitesprings.com](mailto:exec@visitesprings.com).



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## Notes For Everyone Collecting Donations

It is **VERY** important to the Christmas Committee that everyone feel welcome at the Lane of Lights. If they can't make a donation now, suggest that maybe next time they visit they can, but we want them to "enjoy the lights tonight."

Please **NEVER** badger a driver to make a donation.

**ASK for the donation:** "Would you like to donate to the *group* tonight. Can you make a donation?"

Or "We're collecting donations for the Lane of Lights and *group* tonight. Can you make a donation?"

If anyone asks, the suggested donation is "\$5-\$10 or whatever you can afford."

It is perfectly fine for folks to drive through more than once in an evening without making an additional contribution.

**Use Cones To Help Stop Traffic.** This is much safer than hoping they will see you or stop.

Ask each driver to:

- Turn on parking lights, if possible
- Keep a safe distance from the car in front of them
- Drive slowly & enjoy the lights

**\*DRIVE THRU LIGHTED TUNNEL\*** - this display does sit on the edges of the road, please make sure to mention to drivers to take it slow through the tunnel.

The Lane of Lights is open the weekend before Thanksgiving and runs through December. A complete schedule with hours can be found on our website: [www.VisitExcelsior.com](http://www.VisitExcelsior.com) (Calendar, Annual Events, Christmas in Excelsior, Lane of Lights)

**Also information to pass along:** Donations at the entrance go back into purchasing new displays and maintaining current displays. Donations made to the Christmas Committee go directly back into decorating the city, Community Christmas Celebration, Lighted Christmas Parade, Hall of Trees, Holiday Homes Tour, Elf Factory, Taste of Christmas and Lane of Lights.

Each year the Lane of Lights has grown thanks to your donations!