

A Very Vancouver Xmas Creates the Quintessential Winter Experience in Vancouver

For Immediate Release

Vancouver, BC (November 15, 2011) - The Vancouver Hotel Destination Association (VHDA) announced today a seasonal promotion called A Very Vancouver Xmas. Twenty-nine hotels in the Downtown Vancouver area will be participating, offering package hotel and activity options to those hoping to experience the quintessential winter in Vancouver this December.

"A Very Vancouver Xmas is meant to make family winter vacation planning easy by allowing visitors to book their hotel and plan all of their activities in one central location, said Marion Harper-Treskin, spokesperson for A Very Vancouver Xmas. "Additionally, by booking through VeryVancouverXmas.com, families are getting the lowest rate possible on winter activities in the city."

Attractions that will be a part of A Very Vancouver Xmas this year include:

- **Karaoke Christmas Lights Tour** (Dec 9 – Dec 24) – Sing-along to your favourite holiday tunes during The Vancouver Trolley Company's Karaoke Christmas Lights Tour. The tour features stops at Stanley Park's Bright Nights and Van Dusen Botanical Garden's Festival of Lights.
- **Vancouver Christmas Market** (Nov 24 – Dec 24) – Named as one of the 10 most Spectacular Holiday Markets Around the World, the Vancouver Christmas Market is a German tradition returning to the Plaza at Queen Elizabeth theatre - a must-see Vancouver Christmas event.
- **Bright Nights in Stanley Park** (Dec 2 – Jan 2) – A local favourite featuring illuminated trees and displays, Bright Lights is a consistently sold-out miniature night train tour with live choirs. As part of a Very Vancouver Xmas, the event will be re-designed for an even greater experience, including expanded illuminated areas and performances and concessions.
- **Festival of Lights at VanDusen Botanical Garden** (Dec 9 – Jan 1) - Features a glowing Winter Wonderland that includes Santa's Living Room, Christmas Elves, a dancing show, gingerbread houses, choirs, a candy-cane express train, thousands of glowing lights and more.
- **Jewel Box of Lights at the Bloedel Conservatory** (Dec 3 – January 2) – See hundreds of lights strung through the tropical rain forest along poinsettia displays and other decorations.
- **Canyon Lights** (Dec 3 – Jan 2) - Capilano Suspension Bridge invites thousands to Canyon Lights, a winter celebration of light featuring over 250,000 twinkling lights throughout the park.
- **The Peak of Christmas** (Dec 1 – Dec 31) – Grouse Mountain presents a magical celebration and multitude of festivities including Santa, real reindeer, carollers, ice skating and more.

"Vancouver's mild winter weather and variety of Christmas experiences offers visitors an ideal winter getaway. A Very Vancouver Xmas ties together various established Christmas traditions, and we hope to expand on even more events in the years to come," said Marion.

A Very Vancouver Xmas runs from **December 1st to the 31st**. To book your quintessential winter experience in Vancouver, visit www.VeryVancouverXmas.com.

About the Vancouver Hotel Destination Association and VVX

The Vancouver Hotel Destination Association (VHDA) is a group of Vancouver hotels dedicated to ensuring the continued long-term growth and prosperity of Vancouver as a "must-see" destination, creating value for all partners in the tourism sector. The VHDA is in partnership with brand.LIVE in creating A Very Vancouver Xmas in an effort to showcase



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the city's wide range of seasonal attractions and highlight Vancouver as the best Christmas getaway in North America.

About brand.LIVE

brand.LIVE Management Group is a Vancouver-based agency specializing in event production, management, marketing and sponsorship. Past highlights include multiple Grey Cup Festivals, the Celebration of Light Fireworks Festival, LIVE at Squamish Music Festival and numerous 2010 Winter Olympic pavilions. For more information, visit www.brandlivegroup.com.

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