



FOR IMMEDIATE RELEASE
November 20, 2013

Media Contact: Dave Lovell
(812) 686-1394 or dave@lakerudolph.com

Santa Claus Land of Lights Opens for 5th Season on Thanksgiving Night

SANTA CLAUS, INDIANA ---- The fifth annual Santa Claus Land of Lights Family Christmas Light Adventure opens for the season on Thanksgiving night, November 28.

Located inside Lake Rudolph Campground & RV Resort, this custom drive-through outdoor light show tells the Shining Story of Rudolph in bright, energy-efficient LEDs. The Santa Claus Land of Lights is the only light show in North America that tells a story in lights and storyboards. At 1.2 miles long, it is also one of the largest holiday light shows in North America. Each vehicle will receive a free photo with Rudolph at the Santa Claus Christmas Store.

Discount coupons (\$4 off per vehicle) are offered at 39 McDonald's locations in Indiana, Kentucky, and Illinois. A complete list of coupon locations may be found at www.SantaClausLandofLights.com. A portion of proceeds benefits Ronald McDonald House Charities of the Ohio Valley.

The Santa Claus Land of Lights will be open from 5:00pm – 9:00pm CST on Fridays, Saturdays and Sundays, from Thanksgiving through December 8. The Santa Claus Land of Lights is open nightly December 13 through New Year's Eve and is closed on Christmas Eve and Christmas Day. For complete operating schedule or to purchase pre-paid passes, visit the website at www.SantaClausLandofLights.com.

Editor's Note: Promotional footage, images and fact sheets for the Santa Claus Land of Lights are available. Please contact Laura Barker at 812-224-1719 or 812-686-5994, or email Laura at laura@lakerudolph.com.