



**FOR IMMEDIATE RELEASE**

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## **Santa Claus Land of Lights Opens Thanksgiving Night**

SANTA CLAUS, INDIANA ---- The Santa Claus Land of Lights Family Christmas Light Adventure in Santa Claus, Indiana, is currently being constructed and opens for the 2011 season on Thanksgiving night, November 24.

Located inside Lake Rudolph Campground & RV Resort, this custom outdoor light show tells the Shining Story of Rudolph the Red-Nosed Reindeer in bright, energy-efficient LED lights. 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.

This year marks the third season for the Santa Claus Land of Lights and improvements include the addition of thousands of LED lights, new displays, and a free photo with Rudolph per vehicle.

Lake Rudolph Campground & RV Resort will once again partner with McDonald's in the Evansville and Terre Haute, Indiana, areas. Discount coupons (\$4 off per vehicle) for the Family Christmas Light Adventure will be offered at 63 McDonald's locations in Indiana, Kentucky, and Illinois, and a portion of proceeds will be donated to Ronald McDonald House Charities of the Ohio Valley (RMHC). A complete list of coupon locations may be found at [www.SantaClausLandofLights.com](http://www.SantaClausLandofLights.com).

The Santa Claus Land of Lights will be open from 5:00pm – 9:00pm CST on Fridays, Saturdays and Sundays, from Thanksgiving through December 11. The Santa Claus Land of Lights is open nightly December 16 through January 1 and is closed on Christmas Eve and Christmas Day. For more information or to purchase pre-paid express lane passes, visit the website at [www.SantaClausLandofLights.com](http://www.SantaClausLandofLights.com).

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**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](mailto:laura@lakerudolph.com).