



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, opens for the 2010 season on Thanksgiving night, November 25.

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 the largest campground holiday light show in North America.

Improvements and additions for the 2010 Santa Claus Land of Lights include a new light tunnel measuring 150 feet long, more storyboards and a pre-paid express lane, creating faster admission into the show. Another traffic flow improvement includes moving the entrance for the Santa Claus Land of Lights to the main entrance of Lake Rudolph Campground & RV Resort, about ¼ mile north of the Holiday World Theme Park entrance on Holiday Boulevard (Hwy. 245).

“We’re excited for our second season of the Santa Claus Land of Lights,” says Philip Koch, owner of Lake Rudolph Campground & RV Resort. “We appreciate families from across the region that come and experience our unique light show and the town of the Santa Claus. We hope that everyone will make this an annual Christmas Tradition.”

Lake Rudolph Campground & RV Resort will once again partner with McDonald’s in the Evansville area, and has expanded into the Terre Haute, Indiana, and Louisville, Kentucky, areas. Discount coupons (\$4 off per vehicle) for the Family Christmas Light Adventure will be offered at 160 McDonald’s locations in Kentucky, Indiana and Illinois, and a portion of proceeds will be donated to Ronald McDonald House Charities (RMHC). A complete list of coupon locations may be found at 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 12. The Santa Claus Land of Lights is open nightly December 17 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.

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