



**INFORMATION:**

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**FOR IMMEDIATE RELEASE:**

**NEW 2017 "CHRISTMAS IN CAREFREE" LIGHTS-UP A SEASON OF TRADITIONS**

*New Expanded Format Allows for More Visitors to Enjoy the Beauty of the Area*

CAREFREE, Ariz., (May, 2017) – This year the Town of Carefree plans to build upon the decade tradition of the Carefree Christmas Festival and expand the holiday season starting December 1 - 23, 2017, while furthering community and business involvement. Highlights will include an official tree lighting at the iconic Carefree Sundial, a new 35' Alpine slide, real snow, an open air "holiday themed" market and a *new* daytime community parade organized by the Carefree Cave Creek Chamber of Commerce.

"The expanded footprint will allow for *more* visitors to enjoy the festivities over an extended period of time to complement typical business hours and also to provide a platform for non-profits from all over the desert foothills area to engage with the community and showcase their cause," shared Mayor Les Peterson. "We anticipate this event becoming one of the most attended and revered holiday traditions in the North East Valley that will continue to grow year after year."

Preserving the *sense of community* for the residents while showcasing the beauty of Carefree to new visitors is an important part of the events expansion initiatives. Evenings in the Carefree Desert Gardens will continue to be adorned with a professional holiday light display, attracting many who are looking for that perfect photo opportunity. The daytime will be better positioned for the community parade scheduled for December 9, to allow for more community involvement, reduce safety risks and ensure enhanced exposure of the Town's pedestrian friendly business district.

Direct inquiries on how to become a sponsor, parade participant or a vendor please contact the Town of Carefree at 480.488.3686 or visit [ChristmasinCarefree.com](http://ChristmasinCarefree.com) for details.

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**About the Town of Carefree**

Carefree is a scenic community of over 3,700 residents nestled in the Sonoran Desert Foothills. Incorporated in 1984, Carefree is regarded as one of the most inspiring and livable places in Arizona and centers its culture on desert lifestyle, architecture, culinary arts, health, wellness and community involvement. For more information [VisitCarefree.com](http://VisitCarefree.com) or call 480-488-3686.

