



INFORMATION:

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FOR IMMEDIATE RELEASE:

CHRISTMAS IN CAREFREE EXPANDS HOLIDAY TRADITION

Town of Carefree Announces 23 Days of Seasonal Activities

CAREFREE, Ariz.,(November 8, 2017) – This year, the Town of Carefree plans to build upon the decade-long tradition of the Carefree Christmas Festival – and expand the holiday season, while also furthering community and business involvement.

Preserving the sense of community for locals while also showcasing all the color and beauty of Carefree to new visitors will be the focal point of the expanded Carefree Christmas Festival. The seasonal celebration is set to run from Dec. 1 through 23, 2017 – and will include highlights of an official tree lighting at the iconic Carefree Sundial, Carefree Snow Village (featuring *real* snow), an open-air Christmas Market, concerts, a comedy show, arts and crafts, gingerbread build-off, Luminaria Tribute in the Garden, and a new daytime community parade by the Chamber, just to name a few.

“The expanded footprint will allow for even more visitors to enjoy the festivities over an extended period,” said Carefree Mayor Les Peterson. “This will complement typical business hours and also provide a platform for non-profits from all over the desert foothills area to engage with the community and showcase their cause.”

Evenings in the enchanting, four-acre Carefree Desert Gardens will be adorned with a professional holiday light display. Meanwhile, the daytime hours will be better positioned for the community parade on Dec. 9 – while also allowing for more community involvement, reduced safety risks and enhanced exposure of Carefree’s pedestrian-friendly business district. There will also be special appearances by Beatle Tribute Band, Marmalade Skies, [singer-songwriter Ryan Sims](#) and [comedian-actor Jill Kimmel](#), who is the younger sister of the late-night talk show host, Jimmy Kimmel. Kimmel will pay tribute to Vets and first responders by performing a comedy show just for them! Admissions will be an unwrapped toy for the annual toy drive which supports children of a family selected by the Foothills Food Bank. All toys will be delivered by the Carefree Rural Metro Fire Department. The Cave Creek School District will also include performances from the High School Jazz Band as well as various

elementary and middle school Choirs in addition to the bell ringers and choir from the local Presbyterian Church.

It all adds up to an enchanting expansion of the Carefree Christmas Festival – and the sign of even more exceptional things to come. “We anticipate this event becoming one of the most-attended and revered holiday traditions in the North East Valley,” said Peterson. “We look forward to seeing it grow and evolve, year after year.”

For direct inquiries on how to become a sponsor, parade participant, or vendor, contact the Town of Carefree at 480.488.3686. You can visit ChristmasinCarefree.com for more 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 or call 480-488-3686.