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## News Release

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### FOR IMMEDIATE RELEASE

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## MUSEUM REACH RIVER OF LIGHTS HOLIDAY ILLUMINATION

**(December 3, 2010) SAN ANTONIO, TX** – The San Antonio River Authority (SARA), along with title sponsor CPS Energy, invites the public to participate in a new holiday tradition for our community -- The *Museum Reach River of Lights*. This holiday season, from December 4<sup>th</sup> through January 4<sup>th</sup>, the San Antonio River will literally “light up” as 50 underwater lights, in an array of holiday colors, illuminate the Museum Reach – Urban Segment from Lexington Avenue to the turning basin at Pearl.

“We wanted to illuminate the River in a way that stays true to not only the artistic nature of the Museum Reach but also to our mission to protect our aquatic habitat. The underwater river lights are environmentally safe and emit ultraviolet, colored light which actually attract the aquatic life,” says Suzanne Scott, General Manager, SARA.

In addition to the vibrant underwater lights, energy efficient fiber optic lighting elements will provide a kaleidoscope of changing color to the water features along the Museum Reach. Alternating lamp posts will also be wrapped with energy saving LED holiday lights, and colored gels will also be used in lamp posts to add even more holiday color.

“The River of Lights is a dazzling display of color, creativity and reduced energy consumption. We hope that residents and visitors will see this 1.3-mile showcase of underwater and LED lights then commit to using LEDs at their home or business,” said Christine Patmon, CPS Energy spokesperson. “We are thrilled with the San Antonio River Authority’s choice of an energy efficient holiday display and know the Museum Reach will become a must-see attraction every year.”

To complement the month-long lighting celebration, SARA will host a holiday event on Saturday, December 11<sup>th</sup>, free to the public, on the San Antonio Housing Authority property adjacent to the Museum Reach lock and dam on Brooklyn Avenue. There will be snow at the SARA holiday event allowing families to enjoy the winter wonderland atmosphere as they take a family photo near the oversized sleigh. Children will be able to play and create goodies to take home, and they will also have a blast at the petting zoo. Entertainment will be provided by Inergee on the San Antonio River Foundation stage. Additionally, many other stakeholders along the Museum Reach – Urban Segment and the historic River Walk (including Pearl, San Antonio Museum of Art, VFW Post 76, Paseo del Rio and Southwest School of Art) will also hold events on December 11<sup>th</sup> providing an entire day of festivities along the Museum Reach throughout downtown San Antonio.

For more information about the December 11, 2010 Museum Reach River of Lights events, log onto [www.sara-tx.org](http://www.sara-tx.org)

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