

## Reindeer and Snow Flurries In Oakland? Jack London Square Celebrates the Wonder of the Holidays - Annual Tree Lighting Ceremony on Friday, November 30

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While the star attraction of the evening will be the stunning 57-foot tall Mount Shasta fir tree, decorated with more than 5,000 sparkling lights, holiday revelers will delight in a full program of entertainment. Highlights of the evening include performances by Radio Disney star Amber Lily, pop sensation Emme, and rising star Jeremy Thurber, plus a performance by the Jamaica Youth Heights Marching Band. The tree lighting ceremony will include an introduction of Miss California 2012, plus two members from the 2012 US Olympic rowing team, Ken Jurkowski and Oakland resident, Julie Nichols. Officials from the City of Oakland and Port of Oakland have the special honor of lighting the tree.

Adults and children will delight in the snow flurries spouting 15 to 20 feet in the air atop life-sized snowmen located throughout the Square (snowmen will remain at Jack London Square through the month of December with daily snow flurries each hour from 5-9 pm). Visitors will also have the chance to pet and feed two live reindeer in the petting arena and, from 4:30-7:30 pm, they can pose for photos with Santa who will be stationed at the Bay Voyager boat tour offices (423 Water St.). Visitors will also have the chance to meet and greet a collection of costumed characters (Curious George, Garfield, the Care Bears and more) around the Square. The Oakland Ballet will host a dress-up station for kids featuring costumes from this year's performance of Graham Lustig's The Nutcracker. Additionally, visitors will have the opportunity to preview a parade float from the following day's 13th Annual America's Children's Holiday Parade (Saturday, December 1 beginning at 2 pm).

As part of the event, Jack London Square is hosting a canned food drive for the Alameda County Community Food Bank and a Toys for Tots toy drive for the City of Oakland to support families in need. Visitors are encouraged to bring a can of food or a toy to donate.

“The annual tree lighting event is one of our most favored traditions here at [Jack London Square](#),” said Linda Meyer, marketing director at Jack London Square. “It’s a chance for friends and families from Oakland and all over the Bay Area to enjoy the wonder of the holidays and to offer support to our local charitable partners.”

Visitors can support local merchants by shopping the East Bay nonprofit Wardrobe for Opportunity’s “Holiday Pop Up!” shopping event in the Jack London Square Pavilion from 5 to 9 pm. Visitors can purchase holiday gifts from a collection of Oakland’s best local purveyors, including fashion pieces for men and women, accessories, kids’ items, home decor, local art and more.

The festivities continue on the evening of Saturday, December 1, with the Encinal Yacht Club’s 36th annual Lighted Yacht Parade on the Jack London Square waterfront, featuring a procession of festively lit and decorated boats, benefitting the Alameda County Community Food Bank and Oakland Firefighter’s Random Acts organization.

To complement the holiday evening, guests are welcome to dine on the waterfront at one of the Square’s world-class restaurants: Haven, Bocanova, Miss Pearl’s Restaurant and Lounge, Scott’s Seafood, Il Pescatore, Kincaids, Yoshi’s, and Hahn’s Hibachi.