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**FOR IMMEDIATE RELEASE**

**CRYSTAL COVE ALLIANCE ILLUMINATES NEWPORT BEACH AT  
14<sup>TH</sup> ANNUAL TREE-LIGHTING CEREMONY**

*Special Appearance by Santa Claus and Live Performance by Brenna Whitaker Help  
Ring In the Holidays with Coastal Flair*



**NEWPORT COAST, Calif., Nov. 1, 2010** – Crystal Cove Alliance (CCA), the official nonprofit partner of Crystal Cove State Park, will kickoff the holiday season with a unique spin on a fun, family-friendly tradition. The 14<sup>th</sup> Annual Tree-Lighting Ceremony, which will take place on the sand of the Crystal Cove Historic District on Saturday, Dec. 4, will pay homage to the area’s rich history with retro holiday décor and a live performance by jazz vocalist Brenna Whitaker. The complimentary event, hosted by CCA, is open to the general public.

At sunset, the Cove’s picturesque beach will be illuminated by twinkling lights and decorative ornaments on a statuesque evergreen. The décor will reflect the vintage character of the historic district’s time period between 1935 and 1955. In addition to the tree lighting, the historic district’s seaside cottages will be transformed into a seasonal display of holiday lights, vintage decorations, giant candy canes, a classic cars and the return of “Sandy,” a snowman made out of sand. Children in attendance will be encouraged to build a community of sandy snowmen on the beach.

“We look forward to this tradition every year because it awakens the magical history and old-fashioned holiday spirit at Crystal Cove. We hope Orange County families will join our festivities and become a part of the most unique tree display in Southern California,” said Laura Davick, founder and director of external affairs for CCA. “It is a great way to kick-off the season with family and friends.”

The holiday festivities will begin at 3 p.m. where guests can find a prime spot on the sand to prepare for Santa Claus' arrival. At 4 p.m., Santa will greet the children and remain on-site for the tree lighting that takes place shortly after sunset. During the twilight hours before the tree lighting, Brenna Whitaker, who stole hearts at CCA's recent 8<sup>th</sup> Annual Beach Gala, will sing some of her favorite classic holiday songs. A rising star on the Los Angeles music scene, Brenna Whitaker has been considered the Peggy Lee of the 21<sup>st</sup> century.

This holiday celebration has become part of the Cove's colorful history. In its 14<sup>th</sup> year, the annual Crystal Cove Coastal Tree-Lighting Ceremony will also include carolers, hot apple cider provided by The Beachcomber Café and holiday gifts available in the Park Interpretive Store with all sales benefiting CCA and helping to fund efforts to preserve and restore the historic district. The Coastal Tree, located next to The Beachcomber Café, will remain lit and decorated throughout the holiday season and is the only holiday tree display on the beach of the California Coast.

Parking for the Tree Lighting Celebration and Crystal Cove Historic District is located at Los Trancos Parking lot on the East side of Pacific Coast Highway. Shuttle Service is \$1 each way.

Reservations during the holiday season for The Beachcomber Café can be made at [www.opentable.com](http://www.opentable.com). For more information about Brenna Whitaker please visit [www.brennawhitaker.com](http://www.brennawhitaker.com).

### **About Crystal Cove Alliance**

Crystal Cove Alliance is the official nonprofit partner of Crystal Cove State Park dedicated to preserving the cultural, natural and historic resources of Crystal Cove. Founded in 1999 to stop a planned luxury resort from overtaking the area, CCA was instrumental in rescuing the historic site and initiated one of the most successful public-private partnership models in the history of the California State Park system.

Today, CCA is committed to preserving the coastal legacy through education, conservation and restoration. The partnership between Crystal Cove State Park and the Crystal Cove Alliance led to the renovation of 22 historic, beachfront cottages that are now open for overnight stays to the public; a feat that earned the park the prestigious Governor's Historic Preservation Award in 2007. A leader in fundraising, restoration, education and concession services, CCA is devoted to creating a sustainable future for Crystal Cove.

For more information, please visit [www.crystalcovealliance.org](http://www.crystalcovealliance.org)

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