



Media Release

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FOR IMMEDIATE RELEASE

SOUTHEAST TOURISM SOCIETY SELECTS HOLIDAYS IN THE CITY AS A 'TOP 20 EVENT IN THE SOUTHEAST' FOR NOVEMBER

Travel industry organization has saluted region's best events since 1985

NORFOLK, VA -- Southeast Tourism Society has named Holidays in the City one of the Top 20 Events in the Southeast for November 2008.

Celebrating 24 years Holidays in the City's six weeks of magical festivities, saluting the holidays of Thanksgiving, Hanukkah, Christmas, Kwanzaa and New Year's Eve begins on Saturday, November 22nd at 7:00 pm with the Grand Illumination of the downtown Norfolk and Olde Towne Portsmouth skylines. The lighting of the skylines signals the start of Hampton Roads' most cherished event, the **24th Annual Grand Illumination Parade**. The theme for this year's Grand Illumination Parade is "Celebrate the Season." Festive floats, marching bands, giant balloons, dancers and Santa himself will delight spectators as they parade through downtown Norfolk.

"The STS Top 20 Events list is an excellent guide for travelers in the Southeast. Events chosen represent the best activities the region offers. Being chosen is a great accolade that can draw extra attention to a festival or special event," said Neville Bhada, director of communications and public relations for the Southeast Tourism Society.

STS started its Top 20 Events program in 1985. Travel industry experts select 20 events per month, and STS publicizes the list throughout the region and beyond. The complete list is published monthly on two Web sites: southeasttourism.org and escapetothesoutheast.com.

STS, founded in 1983 and headquartered in Atlanta, is a non-profit organization dedicated to promoting tourism in 12 southeastern states—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

Holidays in the City is presented by Dillard's in association with the Cities of Norfolk and Portsmouth and media partners *The Virginian-Pilot* and WVEC TV-13 and is produced & managed by the Downtown Norfolk Council. The Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous downtown.

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