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## Best Theme Park Holiday Event in USA Adds Stunning New Icon

### Silver Dollar City Announces *Even Bigger & Brighter Christmas 2019*

(Branson, Mo. 1/24/2019) **In 2019 Silver Dollar City will debut an all-new, 80-foot-tall, state-of-the-art Christmas tree on the City's Town Square.** The designers are global leaders in high-tech lighting and say there will be no other experience like it on the planet. **The custom-designed, towering tree will soar 8 stories into the night sky as the centerpiece of the all-new "Joy on Town Square."** This significant \$1.5-million project adds to the illumination of Silver Dollar City's *An Old Time Christmas*, an event that holds the three-time title "Best Theme Park Holiday Event" in the nation by USA Today's 10Best poll.

**The tree will feature hundreds of thousands of dancing high-resolution lights with an infinite ability to combine color, music, light and animated imagery.** In total, the tree's output, along with the enhanced Square experience, will equal more than one-million LED lights.

"We engaged a team of the world's most-celebrated lighting geniuses to create this just for Silver Dollar City guests," said Brad Thomas, President of Silver Dollar City Attractions. "Joy on Town Square will include illumination of the Square's buildings, trees and landscape, immersing our guests in an even greater Christmas adventure," said Thomas.

The designers, considered to be leaders in 'architainment' technology for the global amusement and Christmas industry, say the sheer density of color, sound, light and movement will create an immersive experience. "Joy on Town Square will take guests on a physical and emotional journey of mind and soul," said Jared Everline of *S4 Lights*, Toano, Virginia.

"Town Square is the entry portal where guests step into a holiday wonderland. With this stunning icon, the traditions and legacy of Silver Dollar City will meet state-of-the-art technology," Thomas said. "Joy on Town Square will be another 'must-see' attraction, making an even bigger & brighter nationally-acclaimed event," Thomas added.

Silver Dollar City's *An Old Time Christmas* runs Nov. 2 to Dec. 30, 2019. For more information: [www.silverdollarcity.com](http://www.silverdollarcity.com), or 800-831-4FUN(386).