



**FOR IMMEDIATE RELEASE**  
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**For more information, contact:**  
Megan Doern, 503.552.6754

## **Holiday Lights to Illuminate Downtown Weeks Early – October 24** Lights to Go Up in Time for Macy's Grand Reopening

PORTLAND, Ore. – This year's holiday season will get a head-start when lights are lit earlier than ever to celebrate the Macy's grand reopening on October 24. This year marks the fifth consecutive year that the downtown property owners have sponsored this lighting program. With more than 10,000 lights sparkling on 708 trees, this program is one of the nation's largest holiday lighting programs. The lights will remain up through January 30.

"Because shopping at the Macy's Meier & Frank Square is a longtime holiday tradition for so many Portlanders, we want to show our support and excitement for its reopening by putting up the lights in time for their grand reopening," said Sandra McDonough, President and CEO of the Portland Business Alliance. "Our downtown property owners play an important role in creating a memorable shopping experience for everyone who visits downtown during the holiday season."

The Alliance manages the annual tree lighting program on behalf of property owners in the downtown Business Improvement District, who cover the full costs of the lights installation, maintenance and electricity costs.

For the third year in a row, the Alliance is contracting with A Light Up Company of Beaverton to install the thousands of strands of lights on 70 downtown blocks. A Light Up Company has been in business since 1988. It specializes in the installation and removal of exterior tree, building and pole decorations and lighting for holidays and other special events, primarily for shopping centers, malls, downtown associations and other large clients.

"A Light Up Company is working hard to get the lights up earlier than usual," said McDonough. "Because they are a local company, they not only understand the significance of this project to community, but also how tree-friendly installation, hanging techniques and power conservation are important to the success of the program."

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*The Portland Business Alliance is Greater Portland's Chamber of Commerce representing more than 1,300 businesses in the region. The Alliance focuses on central city and regional issues and recognizes that the vitality of the central city and the region depend on one another, and Portland's vibrant, growing downtown is a regional asset.*