

GRAND BOULEVARD

— Sandestin® —

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Grand Boulevard Kicks Off Holiday Season This Weekend With Tree Lighting Ceremony

Festivities include first lighting of area's largest live Christmas tree and Sinfonia brass quintet

Miramar Beach, Fla., November 19, 2008 – Grand Boulevard at Sandestin® transforms into a festive Town Center this weekend as the beautifully decorated streets and tree illuminate the boulevard. The local community is invited for the official kick off of the holiday season during Grand Boulevard's Tree Lighting Ceremony on Saturday, November 22 at 6 p.m. in Grand Park.

"We invite everyone to join us as we turn on the Town Center and get into the holiday spirit with grand décor, joyous music and great refreshments," stated Elaine Ashman, Marketing Director for Grand Boulevard.

The highlight of the ceremony is the area's largest live Christmas tree, a 50-foot Norwegian Spruce from North Carolina, showcased in the public green in Grand Park. This magnificent tree offers a lovely focal point for those enjoying the park or walking down the glimmering boulevard. As the 50,000 lights adorned on the tree turn on for the first time, a brass quintet from Sinfonia Gulf Coast will be playing various arrangements of classical and favorite holiday songs.

"We are pleased to once again partner with Grand Boulevard. Community events such as this are so important for both of our organization's missions and we are excited about kicking off the holiday season with our friends at Grand Boulevard," an enthused Maestro Demetrius Fuller stated.

Kilwin's Chocolates, Fudge & Ice Cream will be providing complimentary hot cider, coffee and holiday treats. In addition, Kilwin's will be featuring its homemade hot chocolate, made from the confectionary shop's rich milk chocolate.

Sinfonia Gulf Coast is committed to entertaining, educating and inspiring the community through imaginative and innovative musical programming. Our goal is to enrich and expand the traditional orchestral experience through unique artistic disciplines and collaborations, enhancing our region's cultural vitality. For more information, visit www.sinfoniagulfcoast.org.

Grand Boulevard is the new shop, work, play and stay town center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929.

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