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**NEW CAMPAIGN INTRODUCED FOR HOLIDAY LIGHTS FESTIVAL**  
***Blue Cross and Blue Shield of Nebraska to present “12 Days of Fearless” activities***

(OMAHA, Neb.) Nov. 14, 2018 - For the last 19 holiday seasons, the Holiday Lights Festival has been an annual tradition beloved by the community. Festivalgoers enjoy a standard series of events, but every year introduces something new to look forward to. This year, a distinctive display of blue lights will honor presenting sponsor Blue Cross and Blue Shield of Nebraska’s 12 Days of Fearless campaign in conjunction with a dozen special activities planned throughout the festival.

Steven H. Grandfield, president and CEO of Blue Cross and Blue Shield of Nebraska, said that the Holiday Lights Festival’s spirit of inclusion and accessibility for all is what compelled his company to become the presenting sponsor of this memorable community event. Grandfield added that because most of the events are free, families from across the city are able to come together and experience them this holiday season.

“Our brand empowers our members to ‘Live Fearless’ and supports Nebraskans to live their best lives. This holiday season, Blue Cross and Blue Shield of Nebraska is proud to also ‘Give Fearless’ in a way that touches families throughout the city,” Grandfield explained. “This tradition not only provides joy and a spirit of festivity to the community we serve, but also emphasizes supporting those in need – something at the heart of what we do.”

“12 Days of Fearless” activities include:

Day One - Nov. 14: winner of Thanksgiving Day Lighting Ceremony VIP contest announced

Day Two - Nov. 22: photographer at Lighting Ceremony

Day Three - Dec. 2: Secret Santa at KETV Family Festival

Day Four - Dec. 7: hot cocoa at the Ice Rink

Day Five - Dec. 10: NYE Fireworks VIP Experience Contest

Day Six - Dec. 13: hot cocoa at the Ice Rink

Day Seven - Dec. 19: Members Day at Ice Rink

Day Eight - Dec. 27: hot cocoa at the Ice Rink

Day Nine - Dec. 29: photographer at the Ice Rink

Day Ten - Dec. 31: Fireworks Giveaway

Day Eleven - Jan. 1: Capitol District Date Night Contest

Day Twelve - Jan. 3: hot cocoa at the Ice Rink

For more information on 12 Days of Fearless, visit the Holiday Lights Festival Facebook page.

**Sponsors**

The Holiday Lights Festival is produced by Mayor Jean Stothert and the Downtown Omaha Inc. Foundation, and presented by Blue Cross and Blue Shield of Nebraska with media sponsors KETV Channel 7 and STAR 104.5.

For more information, visit [holidaylightsfestival.org](http://holidaylightsfestival.org).