



Media Contact:

Kylie Vonnahme, Vic Gutman & Associates: (402) 841-2560, kvonnahme@vgagroup.com

KETV DRIVE-THROUGH FAMILY FESTIVAL
ENJOY A FREE AND FESTIVE DRIVE-THROUGH EXPERIENCE
Craft Kits, Santa, Holiday Characters, Police Officers on Horses, and More

(OMAHA, Neb.) Nov. 12, 2020 – The Holiday Lights Festival and KETV Channel 7, Omaha’s News Leader, is proud to present Omaha Metro families with an opportunity to experience a festive drive-through event—for free—at the Omaha Police Mounted Patrol Barn (615 Leavenworth Street). This year’s Family Festival will be held Sunday, Dec. 6, from 11 a.m. to 2 p.m. For the safety of the community, families will not need to leave their vehicle as they drive through.

The KETV Drive-Through Family Festival is part of the series of events comprising the annual Holiday Lights Festival. Traditionally, the Family Festival takes place at a variety of Omaha’s leading downtown attractions with a trolley service to connect sites. This year, out of an abundance of caution, the event has been reinvented as a drive-through. The event will take place at the Omaha Police Mounted Patrol Barn and guests should approach the Patrol Barn from Leavenworth Street.

The drive-through experience will include picking up craft kits to do as a family, holiday characters and Santa, Police Officers on their horses, and holiday entertainment – all in the warmth and safety of a vehicle. The first 500 vehicles will receive a complimentary *Paddington Bear* book, courtesy of Omaha Public Library.

Families are encouraged to “Shine the Light on Hunger” and donate nonperishable food items for children and families in need through Food Bank for the Heartland. As part of the drive-through event, volunteers will be on hand to collect food donations for the communitywide campaign.

“The KETV Channel 7 team is excited to present the Family Festival again this year,” said Shawn Oswald, KETV’s president and general manager. “Laying down roots in any community has a lot to do with the traditions we celebrate together. The Family Festival has become an annual tradition for many area families and although it is slightly different this year, it will still offer engaging activities and holiday entertainment. It’s the fun and heartwarming traditions like these that make Omaha home for so many”

The 2020 Family Festival will feature the following organizations. All activities will take place at the Omaha Police Mounted Patrol Barn (615 Leavenworth Street) from 11 a.m. to 2 p.m.

Omaha Police Mounted Patrol Barn

- Get an up-close look of Police Officers on their horses.

Omaha Children’s Museum

- See some of the museum’s favorite holiday characters.

- Pick up a STEAM Kit to do as a family (first come, first serve and one per vehicle).
- When back home, visit holidaylightsfestival.org for story time with Santa.

Downtown YMCA

- Pick up a Craft Kit to do as a family (first come, first serve and one per vehicle). Also included will be a Santa Letter packet – kids can write their letter to Santa and send it to the North Pole.

The Durham Museum

- Pick up a Craft Kit to do as a family (first come, first serve and one per vehicle).
- When back home, visit holidaylightsfestival.org for a virtual tour of the museum.

Omaha Public Library

- Paddington Bear will be handing out his books to the first 500 vehicles (one per vehicle).
- When back home, visit holidaylightsfestival.org for story time with librarians.

Sponsors

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

For more information, visit holidaylightsfestival.org.

About Holiday Lights Festival

The idea of decorating Omaha with holiday lights had been discussed by downtown advocates for many years. The occasion of the millennium provided the impetus for the project. In 1999, a coalition of city officials, corporations and foundations chose to present a legacy gift of holiday lights to the City of Omaha as the Millennium Lights celebration. That first year, more than 60,000 people came downtown to witness the lighting ceremony. The Downtown Omaha Inc. Foundation was established the following year to continue Millennium Lights as the Holiday Lights Festival. The Shine the Light on Hunger campaign, sponsored by Conagra Brands Foundation and in partnership with Food Bank for the Heartland, was added to the Holiday Lights Festival in 2007.