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PEACE, LOVE & LIGHTS THIS SEASON'S BEST AND BRIGHTEST DRIVE-THRU HOLIDAY ATTRACTION COMES TO BETHEL WOODS

The socially-distant experience will open on the historic grounds on November 23rd

BETHEL, NY (October 19, 2020) – Bethel Woods Center for the Arts, together with Pamal Broadcasting, today announced **Peace, Love & Lights**, a drive-thru holiday light experience at the historic site of the 1969 Woodstock festival in Bethel, NY. The light show, totaling just over one mile, will open **Monday, November 23rd** and run nightly (including all holidays) through **Sunday, January 3rd** from **5:00 PM – 10:00 PM**.

Peace, Love & Lights, powered by Healey Brothers and presented by the Sullivan Catskills Visitors Association, will be filled with LED lighting and animated displays. The light show features a spectacular 120-foot Twinkle Tunnel and themed areas, including: Groovy Way, an Enchanted Forest, Snowflake Alley and Santa's Workshop. Dinners with Santa, discounted tickets to The Museum at Bethel Woods, and special promotional nights will also be available.

"Bethel Woods has always been focused on building community and creating shared experiences for the whole family," said Eric Frances, CEO, Bethel Woods Center for the Arts. "Since opening in 2006, we have grown our programming beyond the summer season. Now we are delighted to take the first steps toward making Bethel Woods a winter holiday destination for the region," Frances continued.

"This light show is a new signature event for our Sullivan Catskills, visitors from all over the region—potentially generating an estimated economic impact of \$7 to \$9 million into our local economy (*Destinations International Event Impact Calculator*)," stated Roberta Byron-Lockwood, President and CEO, Sullivan Catskills Visitors Association. Byron-Lockwood added, "COVID-19 may have impacted our tourism landscape, but we are innovative and will work diligently to bring back our travel industry; thus affording the necessary revenue to our communities and small businesses. This holiday spectacular will spotlight the Sullivan Catskills as a four-season destination, responsibly welcoming visitors back to experience all that we have."

"We are thrilled to be partnering with Bethel Woods to bring Peace, Love & Lights to the Hudson Valley. We think it's so important to be able to offer unique opportunities like this, especially considering how challenging the year has been. Of course, we are still prioritizing health and safety, and we feel this drive-thru show will be a truly special experience," added Bruce Feniger, GM, Pamal Broadcasting.

Tickets for Peace, Love & Lights go on-sale **Friday, October 23rd at 10 AM** and are sold as **one carload, one price**. Special early bird pricing starts as low as \$15 per car thru October 31st, while supplies last. A Dasher Pass gives guests the chance to skip the line Friday through Sunday and is available as a \$20 add on to a regular ticket. Tickets for limos, RVs, and buses and other larger vehicles also available. Purchasing tickets in advance is highly recommended and ensures a quick and contactless experience while for a lower price. A portion of proceeds benefit Bethel Woods Center for the Arts' nonprofit mission based programming. For more information, please visit bethelwoodscenter.org/lights.

Bethel Woods Center for the Arts announced earlier this month the extension of its annual **Holiday Market**. For the first time ever, the event will take place during the day, from **11:00 AM to 4:00 PM**, on the first two weekends of Peace, Love & Lights: **Saturday and Sunday, November 28th and 29th and December 5th and 6th**. As Frances describes, "This hallmark event will give people a chance to celebrate the holidays in a safe and comfortable environment. We have chosen to showcase a completely different selection of vendors each weekend, allowing ample spacing areas, but providing a diverse and unique local shopping experience. Peace, Love & Lights will be a welcome addition to the Holiday Market festivities."

For more information, please visit bethelwoodscenter.org.

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About Bethel Woods Center for the Arts

Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information please visit www.BethelWoodsCenter.org.

About Pamal Broadcasting

Pamal Broadcasting LTD. is a group of radio stations based in Albany, NY with stations throughout the Northeast. Bethel Woods and Pamal have a longstanding relationship, which includes a partnership on KFEST, since 2017.

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