

FOR IMMEDIATE RELEASE

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Winter Storms Bring Huge Savings for Imaginarium Guests

Discount and Free Tickets Available on Select Days

(Sacramento, Calif) – Recent storms put a damper on the holiday spirit at Imaginarium “Light Up the Night” at Cal Expo. For two consecutive weekends, the lights dimmed and the rides stopped rolling as the brightest and largest holiday light show closed for several days because of winter storms. Imaginarium wants to welcome everyone back with cost-saving deals.

“For the concern of our guests, we were forced to cancel a few weekend dates because of the rain storms. We want to make up for that lost time and offer discount and free tickets,” Lulu Huang, CEO/Imaginarium Creator. “Imaginarium has become a part of families’ holiday traditions. Our visitors look forward to seeing the original spectacular light displays, taking pictures and videos to make new memories that will last for years to come.”

For a limited time, guests can save money on admission tickets, carnival rides, and more. Save up to \$5 per ticket for a family 4-pack; and December 19 and December 20, buy an adult ticket and receive one free child's ticket. All of the deals are at Imaginarium360.com.

The closure allowed Imaginarium producers to create additional displays and lights to the more than 3-million that are already on display “Light Up the Night” at Cal Expo. Starting Thursday, December 15 at 5:00 pm, the lights at Imaginarium will shine again and the holiday light show will be open nightly until closing January 2, 2023. For more information about ticket deals and hours, go to imaginarium360.com/buy-tickets/.

Please contact Darla Givens to schedule interviews and live shots at darla@dgmediaconsulting.com or 916-247-2060.

About Imaginarium

In 2014, a team of entertainment fanatics set out to create the first-ever Chinese Lantern Festival in the United States. The vision was to create an experience for the entire family where attendees could venture through a park filled with awe-inspiring, illuminated exhibits including more than a million lights, free entertainment, a carnival, ice-skating rink and more. The vision gave birth to “Winter Wonderland”. Years later, the lantern festival has morphed into Imaginarium, the largest holiday light festival in the U.S. operating at Cal Expo, the home of the CA State Fair & Food Festival. It has become a tradition that visitors from all over northern California attend.

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