



FOR IMMEDIATE RELEASE

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**FOND DU LAC FESTIVALS' 'LIGHT UP THE CITY' CONTEST KICKS OFF
ITS 5th YEAR**

FOND DU LAC, WIS. (11/19/09)--- Fall has definitely arrived and that means Christmas is right around the corner! Join Fond du Lac Festivals, Inc. as it celebrates the season with its fifth annual Light Up the City contest. FFI, along with the Fond du Lac Reporter and K107.1FM, encourage you to show off your holiday spirit and nominate yourself or a neighbor who you think has the best decorations in town.

“We’re excited to be able to team up with some great community minded partners to offer the contest once again this year,” said Mary Ann Dilling, executive director of Fond du Lac Festivals, Inc. “It’s a great way to kick off the holiday season and encourage neighbors to recognize one another.”

Once all entries are received, the top five will be chosen, and then the community gets to vote on their favorite. Voting will take place with a ballot in *The Reporter* and also on the Reporter Web site. The first place winner will receive a \$500 prize. The second place winner will receive \$350, and \$150 will go to the third place winner. Fourth

and fifth place winners will receive a Walleye Weekend package. A prize will also be awarded to someone if they nominate a neighbor, and the neighbor wins.

Fond du Lac Festivals, located at 650 N. Main St., produces this event annually in an effort to spread the holiday spirit throughout the community and between neighbors. Through its events, including this one, Walleye Weekend and Taste of Fond du Lac, the organization is able to benefit more than 100 different non-profit organizations.

Application forms for the contest must be submitted to Fond du Lac Festivals at 650 N. Main St. or info@fdlfest.com by Thursday, December 10th, 2009. Application forms can be found at www.fdlfest.com, www.fdlreporter.com, www.k107.com, www.kfiz.com, the Fond du Lac Festivals office, K107.1FM, The Reporter and the Fond du Lac Area Convention and Visitors Bureau. Fond du Lac Festivals' Light Up the City is brought to you by Fond du Lac Festivals, The Reporter and K107.1FM.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac area community. The organization, with a great deal of help and support from the community, is also responsible for Walleye Weekend and Horicon Bank's Taste of Fond du Lac.

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