



Town of Little Elm
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News Release

FOR IMMEDIATE RELEASE

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Christmas at the Beach sets annual run for Dec. 5-6

LITTLE ELM (November 11, 2015) While the unusual pairing of Yuletide and a sandy beach may appear slightly incompatible, the annual celebration of Christmas at the Beach is the kind of out-of-the-ordinary event that gives Little Elm its unique, hard-to-duplicate character.

Santa's yearly visit to Little Elm Park on the shores of Lake Lewisville begins on Saturday, Dec. 5 from 6 p.m. to 10 p.m. and continues on Sunday, Dec. 6 from 2 p.m. to 8 p.m. Little Elm Park is located at 701 West Eldorado Parkway.

Sponsored by ER Centers of America, the two-day extravaganza opens with the Little Elm Christmas Light-up Parade at 6 p.m. on Saturday evening. The one-hour cavalcade of floats and walking participants starts at Little Elm Recreation Center and winds its way through several neighborhoods before ending at Santa Land in Little Elm Park. There, Mayor David Hillock and other Town officials will formally open the celebration by lighting the 30-foot Community Christmas Tree.

Slots for the parade are still open. Civic organizations, businesses, marching bands, scout troops, school groups and individuals looking to be part of the community parade are encouraged to sign up. An application is available at www.littleelm.org/documentcenter/view/8040.

At Santa Land, Santa & Mrs. Claus, who will be arriving on the final float of the parade, will oversee a snow hill, hot chocolate bar, s'mores on the beach, choirs, decorated elf houses and lots of family fun! A professional photographer will be available to take photos of the kids with Santa for \$5. Moms and dads, though, can take their own photos at no charge.

The wonderland will also be an official collection point for the annual Toys for Tots campaign. New, unwrapped toys will be gathered to be distributed to kids who otherwise might not have gifts to open on Christmas morning.

On Sunday, Santa Land again comes alive with real reindeer, as well as holiday train rides through the park. Open throughout the month of December, Santa Land welcomes visitors at no charge, offering lots of great photo opportunities and unique exhibits.

Volunteers to assist with the presentation of Santa Land are always welcome. Contact Alicia Gray at 214-618-1401 to sign up as a volunteer.

Organizers also express appreciation to co-sponsors Kroger, Outlaw Bootcamp, Suddenlink and CoServ.

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ABOUT LITTLE ELM – Little Elm is one of the state's fastest growing communities. Nestled on the shores of Lake Lewisville, the Town was incorporated in 1966, adopting the Council/Manager form of government. The population increased dramatically over the last several years, growing from under 4,000 in 2000 to over 30,000 today. Little Elm's population exceeds the state average in education and income, and is increasingly trending younger and technologically proficient. The Town's footprint is just over 21 square miles and boasts some 66 linear miles of shoreline within its boundaries.