



# ENJOY LIGHT FESTIVAL

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# ENJOY LIGHT FESTIVAL

The Enjoy Centre invites you to Alberta's newest holiday celebration! Between Thursday, November 21st and Sunday, January 5th, the Enjoy Light Festival, or ELF, offers all kinds of wintery fun, such as an interactive lights garden, festive market, photos with Santa, local performers, a whimsical light tunnel and your favorite YEG food vendors to create an unforgettable experience.





# ENJOY LIGHT FESTIVAL



## THE EVENT

ELF will have something for everyone, such as an interactive lights garden, festive market, photos with Santa, local performers, a light tunnel and local food vendors. Guests can enjoy a seasonal beverage or holiday treat, as they walk indoors through the festival. ELF is the perfect place for families looking to celebrate the holidays, couples on a date night, teenagers looking for a fun winter activity or seniors looking for something new. The various light displays create the perfect backdrop for photos.

This event celebrates the holiday season by bringing “winter to life” with hundreds of lights displays spread across the entire greenhouses. Each section in the light festival is designed to create a unique and different experience as you walk through the different attractions. Some of the sections include Santa’s Workshop, The Enchanted Forest, Littles Land, Arctic Cove, Candy Land and more! Also, guests can enjoy FREE PARKING for the entire duration of the festival.

What else makes this event so unique? ELF has a huge focus on giving back to our community and supporting local companies. Each vendor that will be involved in ELF will be from the Edmonton, St. Albert, Sherwood Park, Spruce Grove and surrounding area. There is a diverse selection of local charities involved, such as Santa’s Anonymous, STARS Ambulance, Little Cats Lost, Second Chance Animal Rescue and the St. Albert Food Bank. During the 34-day festival, we will have designated days where the proceeds from one of our photobooths, a beverage station or photos with Santa will be donated to a specific Alberta-based charity.

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## DURATION OF THE FESTIVAL

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Thursday, November 21<sup>st</sup> to Sunday, January 5<sup>th</sup>.

Hours of Operation:

Sunday: 4:00 p.m. – 10:00 p.m.

Monday: 4:00 p.m. – 10:00 p.m.

Tuesday: CLOSED

Wednesday: CLOSED

Thursday: 4:00 p.m. – 10:00 p.m.

Friday: 4:00 p.m. – 10:00 p.m.

Saturday: 4:00 p.m. – 10:00 p.m.

## LOCATION

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The Enjoy Centre, 101 Riel Drive St Albert, AB, T8N 3X4



ENJOY LIGHT  
FESTIVAL

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## PARKING

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Complimentary parking is available for all attendees around the entire building of the Enjoy Centre. Parking spots will be reserved for media with a sign indicating media parking only.

Additional street parking will be available as well as free parking on the Averton lot, across the street from the Enjoy Centre.

## TICKET PRICES

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We know that the holiday season can be an expensive time, so that's why our ticket prices will be affordable for everyone! One price for adults, one price for kids and seniors and free for children 3 and under! No service fees. No hidden costs. No surprises!

At ELF, we want you to worry less about the cost and focus more on the important things, like making memories with your friends and family.

Ticket Prices:

Adult - \$20.95

Child/Senior - \$10.95

Children 3 & Under - Free

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FESTIVAL**

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## WHY ELF?

For Albertans, by Albertans

What matters to the Enjoy Light Festival? That the entrepreneurial culture and character of Alberta is supported. The focus of ELF is to give back and support the community that support us! To make this happen, ELF made it their goal to have the food vendors, charities, and beverage stations be centered around local companies within St. Albert, Edmonton, Sherwood Park, Spruce Grove and surrounding areas. Come and discover some great products and services while helping to build a strong and successful community!

Something for Everyone!

The Enjoy Light Festival was designed by local members of our community who wanted to create a festival that had something for everyone – families looking to celebrate the holidays, couples on a date night, teenagers looking for a fun winter activity, and seniors looking for something new!

Have young children who just want to run around and play? Our Littles Land will be the perfect spot for them (and for mom and dad to relax for a bit). Want a picture with Santa this year? He can be found in Santa's Workshop! Can't wait to have an eggnog and rum? You can get one at the ELF Taphouse and enjoy it as you walk through the festival. Coming to take the perfect Instagram photo? Comet's Cove is where you'll want to go!

# ENJOY LIGHT FESTIVAL



## ELF GIVES BACK

This year, ELF is putting a huge focus on giving back to our community! There is a diverse selection of local charities involved, such as Santa's Anonymous, STARS Ambulance, Little Cats Lost, Second Chance Animal Rescue and the St. Albert Food Bank.

During the 34-day festival, we will have designated days where the proceeds from one of our photobooths, a beverage station or photos with Santa will be donated to a selected Alberta-based charity.

Keep an eye on our website and social media pages for updates on which charities will be involved in the festival on certain specific days. Thank you in advance for your support!

If you are searching for something impactful to do this holiday season email us at [eventsadmin@enjoycentre.ca](mailto:eventsadmin@enjoycentre.ca) to find out how you can get involved!

# ENJOY LIGHT FESTIVAL



## OUR VISION

Enjoy Light Festival aims to bring you a fun and interactive experience that can be enjoyed by the entire family. The festival's lights and displays are in our Moonflower Room and greenhouse spaces at the Enjoy Centre. The light festival takes over the entire space and transforms the Enjoy Centre into a winter wonderland. Each "zone" will give the guests a different experience based on a variety of lights and themed holiday sections. Other events at the festival include local Edmonton and St. Albert based performers.

## OUR VALUES

- Festive Spirit
- Community Focused
- Integrity

## OUR MISSION

To create an interactive and unforgettable experience for guests, looking to enjoy holiday festivities without having to brave the cold weather. ELF's mission is to organize an annual winter festival that includes Alberta-based charities and generates a social event that residents are proud to support.

## EXPECTED GUESTS

Between 50,000 – 100,000 guests



# ENJOY LIGHT FESTIVAL



## ATTRACTIONS

ZONES	WHAT IT'S ABOUT
ELF Kitchen	Enjoy your favorite food items from local food vendors! Sticking to our roots, guests can enjoy some Canadian inspired foods such as our maple syrup cotton candy or poutine!
ELF Taphouse, Prancers Pub, Fireside Social Hall and Gingerbread Café	Located throughout the festival, there are 4 locations for guests to enjoy a seasonal beverage, alcoholic beverage, coffee, hot chocolate or sparkling juices. All alcoholic beverages are sponsored by Big Rock Brewery.
Santa's Workshop	The toys have come alive in Santa's Workshop! Take pictures and interact with our roaming toys while you wait for a turn to take a picture with the man himself – Santa!
Comet's Cove	Get your cameras ready! Comet's Cove is the perfect spot for pictures as meteors fall from the ceiling while you walk through this section of the festival!
Little's Land	Designed for younger children, Little's Land has 3 bouncy castles, a craft section, bouncy reindeer, and a play area for children to run around and have fun. There will also be a breastfeeding lounge set up for mama's who just need a minute!
Whimsy Way	Our massive light tunnel is the ultimate treat to walk through, as lights surround you from every angle!

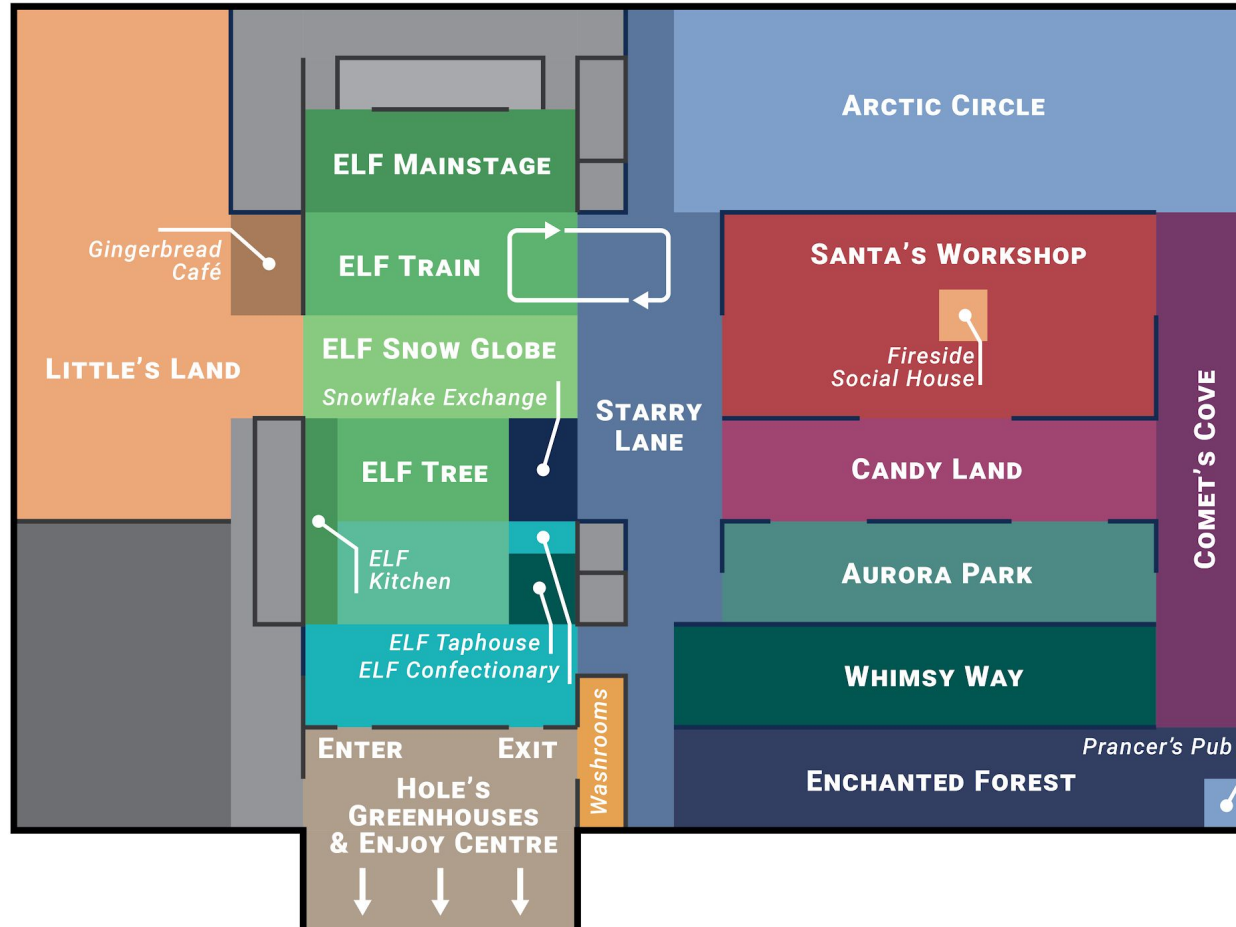
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## ATTRACTIONS

ZONES	WHAT IT'S ABOUT
Candyland	Get ready for a sugar rush! Candyland is full of bright lights, light-up candy rotating from above, unicorns, ballerinas and more. Don't forget to take a picture under the mistletoe!
The Enchanted Forest	Take a walk through our Enchanted Forest that is filled to the brim with light-up trees and various woodland animals as "snow" lightly falls from the ceiling.
ELF Main Stage	Enjoy a variety of local performers and acts during the festival. Each week there will be a different group of performers to keep things rocking at ELF! Keep an eye on our attractions page and social media to find out which groups are performing each week!
Arctic Circle	Bundle up as you make your way through our Arctic Circle! This section is filled with icy trees, polar bears, narwhals and more as the Northern Lights dance on the walls around you!
Aurora Park	Tread across our light-up dance floor or have some fun on our illuminated swings and seesaws as you make your way through Aurora Park!
Snowflake Exchange	The perfect place to get a holiday gift for that special someone! The Snowflake Exchange will have affordable prices, so that any parent can say YES to their children getting an ELF souvenir! We will have a gift-wrapping station, so if your child wants to buy a gift for mom or dad, they can do so and keep the gift a secret!

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## North Greenhouse

Little's Land  
Gingerbread Café  
[EMT Room]

## Moonflower Room

Enter/Exit  
[Tickets & Info]  
ELF Kitchen  
ELF Taphouse  
ELF Confectionary  
ELF Tree  
ELF Snow Globe  
ELF Train  
ELF Mainstage  
Snowflake Exchange

## South Greenhouse

Starry Lane  
Enchanted Forest  
Prancer's Pub  
Whimsy Way  
Aurora Park  
Candy Land  
Santa's Workshop  
Fireside Social Hall  
Arctic Circle  
Comet's Cove

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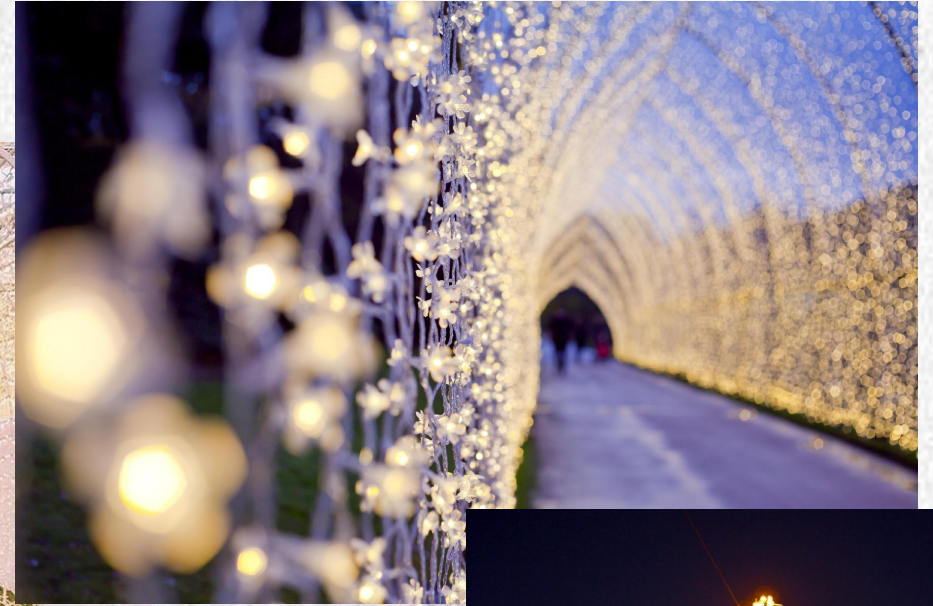
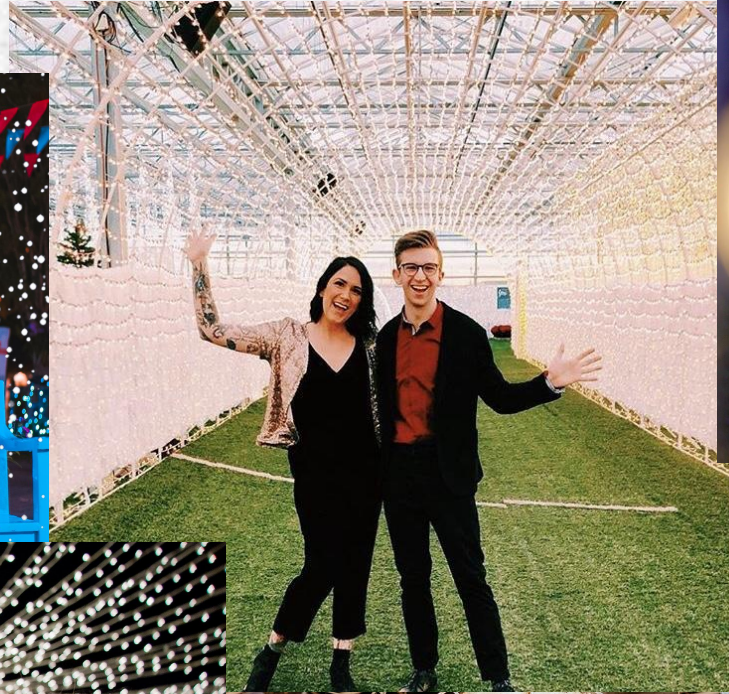
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# ENJOY LIGHT FESTIVAL

VIDEO AND PHOTO OPPORTUNITY








# WE HOPE TO SEE YOU AT OUR EVENT!

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