

MemorialCityMall

Memorial City
Lights

WRAP BOOK

Saturday, November 16

Event Overview



On Saturday, November 16, thousands of Houstonians gathered around the fireplace at Memorial City Mall to see a spectacular holiday display come to life at the second annual Memorial City Lights event.

The evening, which began with a Christmas flash mob, was emceed by The High-Tech Texan himself, radio host and media personality Michael Garfield. Guests were treated to live musical performances by Rice Philharmonics, The Houston Children's Chorus, Virtuosi of Houston, and the DSQ Electric string quartet, with special appearances by Santa Claus, Frosty the Snowman, Mrs. Claus, Jingles the Elf, dancers from the Houston Ballet's *Nutcracker*, and the Memorial City Mall Dancing Reindeer. Kids eagerly sampled Rocky Mountain Chocolate Factory fudge pops, and Starbucks was on hand to serve piping hot chocolate.

Members of the U.S. Marines were on hand to receive toys and monetary donations, and a raffle was also held, both benefiting Toys for Tots. Prizes included a Westin Holiday Lights package with overnight accommodations and a \$100 Memorial City Mall gift card; an American Girl Doll in holiday garb; four tickets to Houston Ballet's *Nutcracker*; and \$50 gift cards for Beck's Prime.

Houstonia promoted the event using print, digital, and social media outlets.

Net Proceeds Benefit



Participating Sponsors



Event Photos



Event Photos



Event Photos



Promotional Elements: Print



PEOPLE / PLACES / EVENTS / OPENINGS

BeneFêtes Houstonia.



US Marines with emcee Michael Garfield

Christmas flashmob



Houston Ballet Nutcracker dancers



Memorial City Mall Dancing Reindeer



Rice Philharmonics



DSQ Electric



Houston Children's Chorus

WHAT
THE 2ND ANNUAL MEMORIAL CITY LIGHTS BENEFITTING TOYS FOR TOTS

WHERE
Memorial City Mall, November 16

ENTERTAINMENT
Performances by Houston Children's Chorus, Rice Philharmonics, Virtuosi of Houston, DSQ Electric string quartet; appearances from Houston Ballet Nutcracker dancers, Santa, Mrs. Claus, Jingles the Elf, Frosty the Snowman, Memorial City Mall Dancing Reindeer, and US Marines collecting toy donations

TREATS
Rocky Mountain Chocolate Factory fudge pops and Starbucks hot chocolate

200-plus illuminated trees along Gessner Road

—Sabrina Skiles



St. Nick's Park

JANUARY 2014 • VOLUME 2, ISSUE 1

Houstonia (ISSN 2327-0926) is published monthly by Saga City Media, 447 Heights Blvd, Houston TX 77007. Subscriptions are \$16.95 for one year (12 issues). Back issues are available for \$9.95 (includes shipping and handling). Application to Mail at Periodical Prices is Pending at Houston, TX and additional mailing offices. POSTMASTER: Please send address changes to: Houstonia, Subscriber Services, PO Box 433217, Palm Coast FL 32143-3217.

MEMORIAL CITY LIGHTS: G. LYON PHOTOGRAPHY & WORLDWIDE PHOTOGRAPHY

Full page in Benefêtes January Issue
Total Impressions: 354,950

Promotional Elements: Print



MemorialCityMall
INVITES YOU

Memorial City Lights

Saturday, November 16, 5-7PM
Memorial City Mall fireplace - west entrance near ice rink

Join us for the city's most spectacular holiday lighting celebration. Festivities include live performances by DSQ Electric, Houston Ballet Nutcracker Dancers, Reindeer Drumline, Santa's Grand Entrance, and many more surprises!

For more information visit memorialcitymall.com

MOUNTAINS WERE MADE TO MOVE YOU

COLORADO
COME TO LIFE

Full Page Ad in November Issue
Total Impressions: 354,950



Promotional Elements: Digital



MemorialCityMall

Memorial City
Lights

SATURDAY
NOVEMBER 16
5-7PM

MemorialCityMall
INVITES YOU

Memorial City
Lights

Join us
for the city's
most spectacular
holiday lighting
celebration.

**Saturday,
November 16,
5-7PM**

CLICK FOR INFO


E-Newsletter Ads
Sizes: 160X600, 415X100
Dates: 10/17-11/16
Total Impressions: 25,000



Promotional Elements: Digital




FASHION & SHOPPING



Designer Spotlight: Garrett Hunter


Internum names a villainess, and the designer appoints the perfect room.

0 Like 10 Tweet 14



Husband and Wife Launch Huichol-Inspired Line of Jewelry

0 Share



We Can Do It!

No Costume? No Problem!

0 Share

Item of The Moment: The Leather Shirt
Biker glam goes mainstream.

Our Favorite Items From Maxine Mesinger's Estate Sale
Legendary Chronicle gossip maven's accoutrements go on the block October 26.


Style to Envy
Two chic chicks team up to teach Houston how to dress well.

One Stop Shop: Kuhl-Linscomb
This local favorite carries pretty much everything you can think of.

Slideshow: African Fashion Summit
At Belvedere, designers showcase local talent.




BARS & NIGHTLIFE



Which Pumpkin Beer Is Best for You?


There are plenty of seasonal pumpkin brews to pick from—but which actually taste good?

0 Like 73 Tweet 85



Reserve 101's New Menu Ups the Bar Food Ante

0 Share



Celebrate the Return of Patio Weather at Rosemont

0 Share

Have a Cocktail...for Medicinal Purposes
Classy cocktail dive Medicinal Purposes offers Moscow Mules and more in Galveston.

Kendrick Perkins, NBA Enforcer, Accused After Washington Heights Fight
Former altar boy allegedly slugged brother and sister and kicked them while they were down.

Hitting the Bottle
Can you figure out these fiendishly difficult bottle cap puzzles?

Plum Delicious
Chris Frankel brings a sliver of Eastern Europe to RDG+Bar Annie on Post Oak.

The \$18 Bloody Mary
The Bloody Mary at Mojoux's comes with everything except a cherry on top.

ROS Web Sizes: 728X90, 300X250
Dates: 10/29-11/16
Total Impressions: 38,694



Promotional Elements: Social Media



Houstonia Magazine @HoustoniaMag 14h
Join us for Houston's most spectacular holiday lighting on 11/16 featuring carolers, Santa's grand entrance & more.
on.fb.me/15LyN88
Expand Reply Retweet Favorite More

Houstonia Magazine @HoustoniaMag 6 Nov
Join us for Houston's most spectacular holiday lighting and musical celebration on Nov. 16: on.fb.me/15LyN88
Expand Reply Retweet Favorite More

Houstonia Magazine @HoustoniaMag 14 Nov
Join us this Saturday at 5 p.m. for the illumination of the @MemorialCityMal holiday lights: facebook.com/events/1430888...
pic.twitter.com/wLD9Nbc5tJ

Expand Reply Retweet Favorite More

Twitter Promotions (4,317 Followers)
Dates: 10/21, 11/5, and 11/13, 11/15
Total Impressions: 17,268




Houstonia Magazine
October 23
Mark your calendar for November 16 to watch the illumination of the Memorial City holiday lights. Enjoy the Memorial City Mall Dancing Reindeer, Santa's arrival, live music, and more. We hope to see you there!
<http://on.fb.me/15LyN88>

Houstonia Magazine
November 6
Join us for Houston's most spectacular holiday lighting and musical celebration on November 16. Be there for Santa's grand entrance and watch him illuminate the Memorial City lights for the first time this season! And don't forget to bring along your Toys for Tots donations.
<http://on.fb.me/15LyN88>

Houstonia Magazine
November 13
Join us for Houston's most spectacular holiday lighting and musical celebration this Saturday, hosted by KPRC Radio's Michael Garfield and featuring live entertainment, carolers, Santa's grand entrance, and more. Plus, bring an unwrapped toy for Toys for Tots and you could win big prizes! <http://on.fb.me/15LyN88>

Facebook Promotions (5,633 Likes)
Dates: 10/21, 11/5, and 11/13
Total Impressions: 16,899


Promotional Elements: Event Collateral



Memorial City Lights

**November 16
5-7P**
West Entrance by Fireplace

PROUDLY PRODUCED BY
Houstonia.



Bring an unwrapped new toy between 2-7P and you could win big prizes including:
A Westin Holiday Lights Package with overnight accommodations and a \$100 Memorial City Mall Gift Card, American Girl Doll, 4 Tickets to Houston Ballet's Nutcracker and Beck's Prime Gift Cards!
Raffle drawing at 6:40P by fireplace.

HOLIDAY EVENTS CALENDAR

November 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12 Donation Yoga	13	14 Santo & Soba	15	16 Memorial City Light/ Programming for Walnut Square
17	18	19 Donation Yoga	20 Lille Helpen Workshops	21 Santo & Soba	22	23
24	25	26 Donation Yoga	27	28 Thanksgiving Day	29 Black Friday Evening Music: Memorial City Mall, 5-7P	30 Evening Music: Memorial City Mall, 5-7 pm

December 2013						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Evening Music: Memorial City Mall, 5-7P	2	3	4 Lille Helpen Workshops	5 Santo & Soba	6 Lille Helpen Workshops	7 Evening Music: Memorial City Mall, 5-7P
8 Evening Music: Memorial City Mall, 5-7P	9	10 Donation Yoga	11 Lille Helpen Workshops	12 Santo & Soba	13 Lille Helpen Workshops Evening Music: Memorial City Mall, 5-7P	14 Evening Music: Memorial City Mall, 5-7P
15 Evening Music: Memorial City Mall, 5-7P	16	17 Donation Yoga	18 Lille Helpen Workshops	19 Santo & Soba	20 Lille Helpen Workshops Evening Music: Memorial City Mall, 5-7P	21 Evening Music: Memorial City Mall, 5-7P
22 Evening Music: Memorial City Mall, 5-7P	23	24 Christmas Eve	25 Christmas Day	26 Santo & Soba	27 Lille Helpen Workshops Evening Music: Memorial City Mall, 5-7P	28
29	30	31 New Year's Eve Programming for Walnut ends on 1/1/14				

Memorial City Lights

TIMELINE

Time	Activity/Performance	Location
2:00-4:00P	American Girl Girl Tag Decorating	American Girl
4:15P	Memorial City Mall Reindeer Procession	From Target to Fireplace
5:00P	-MAIN EVENT BEGINS-	Fireplace
5:05P	Rep. Jim Murphy	Fireplace
5:30P	Rice Philharmonics	Fireplace
5:35P	Houston Children's Chorus	Fireplace
5:55P	Sing-along with Rice Philharmonics	Fireplace
6:05P	DSQ Electric	Fireplace
6:40P	Raffle Drawing (MUST BE PRESENT TO WIN)	Fireplace
6:50P	Santa's Grand Entrance & Lighting Celebration	Fireplace
7:00P	Santa's Procession to St. Nick's Park	From Fireplace to Disney's

ONGOING HOLIDAY ENTERTAINMENT THROUGHOUT MALL

Virtuosi of Houston, Memorial City Mall Reindeer and Drumline, Houston Ballet Nutcracker Dancers, Mrs. Claus, Elvis, Frosty The Snowman

Memorial City Lights

CHRISTMAS SING-ALONG

Nudolph the Red-Nosed Reindeer

Wah-wah-wah, the red-nosed reindeer
Has a very special gift.
And if you ever see him,
Be sure and say "Ho, ho, ho!"
All of the other reindeer
Used to laugh and call him names.
They never let good Rudolph lead
The way home for Christmas.

From the North Pole on his magic eye,
He'll guide you home to safety.
'Cause when you're lost at night,
He'll guide you home to safety!

There at the window I saw him
As he peered out with gleam,
Watched his red nose glimmer,
You'll see him in a dream.

12 Days of Christmas

On the first day of Christmas,
My true love gave to me—
A Partridge in a Pear Tree
2 - Turtle Doves
3 - French Hens
4 - Calling Birds
5 - Golden Rings
6 - Geese a-Laying
7 - Swallows Swimming
8 - Maids a-Milking
9 - Ladies Dancing
10 - Lords a-Leaping
11 - Pipers Piping
12 - Drummers Drumming

Let it Snow

Oh the weather outside is frightful,
But the fire is so delightful,
And since we have the fire let us
Let the snow fall and let it snow.
Let it snow, let it snow, let it snow,
Let it snow!

It doesn't show signs of stopping,
And I've bought some coal for stopping,
The lights are turned way down low,
Let it snow, let it snow, let it snow,
Let it snow!

When we finally kiss goodnight,
How I'll hate going out in the storm,
But if you'll hold me tight,
All the way home I'll be warm.

The fire is burning brightly,
And the deer, well, they're good for nothing,
But as long as you love me so,
Let it snow, let it snow, let it snow,
Let it snow!

Santa Claus is Coming to Town

You better watch out, you better not cry,
You better not talk, you better not snoop,
I'm telling you why,
Santa Claus is coming to town.

He's making a list, checking it twice,
Gonna find out who's naughty or nice,
Santa Claus is coming to town.

He sees you when you're sleeping,
He knows when you're awake,
He knows if you've been bad or good,
So be good for goodness sake.

You better watch out, you better not cry,
You better not talk, you better not snoop,
I'm telling you why,
Santa Claus is coming to town.