

For Immediate Release

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**On December 31, 2017, First Night Monterey 2018 to
Celebrate 25 Years of Magic!
*The Perfect Kids' Night Out!***

December, 2017. Monterey, CA. Don't miss the most enjoyable New Year's Eve ever when First Night Monterey 2018 will be "Celebrating 25 Years of Magic" in historic Downtown Monterey. The streets will come alive with a dazzling array of visual art displays, fantastic music and dance performances and food booths. Plan your night and "button up" for the New Year at this fun and exciting community celebration featuring many incredible NEW performers and activities this year!

First Night Monterey 2018 provides the perfect entertaining, affordable, non-alcohol Kids' Night Out for the entire family. There will be a twilight community procession the community is invited to join and a costume contest all will enjoy. This festive event offers a wide array of music and dance, including popular children's performers that will be loved by all ages. There are also lots of interactive art activities for the kids which they can "make and take" with them. MY Museum's Wheelie Mobilee will be on site this year with lots of fun activities for the wee ones.

First Night's Opening Ceremony begins on Colton Hall Lawn on Pacific Street at 3:00 p.m. with 2 hours of drumming, puppetry and interactive art activities. It kicks off with the exciting beat of many drums from traditional to the recycled. Join us as the drummers call us to begin our New Year's Eve Celebration!

The Twilight Procession, beginning at 5:30 p.m., is always a favorite family-friendly activity at First Night. It features many costumed performers, floats, drill and dance teams, bands, street musicians, stilt walkers and other participants.

This year, the route begins on Alvarado Street at Franklin and continues down Alvarado to Pearl. Mayor Clyde Robertson, Grand Marshal, leads us as we kick off the evening programming to the New Year. If anyone would like to carry puppets in the twilight procession, visit the staging area on Franklin between Pacific Street and Alvarado to get involved. We invite the community to join us at the procession for the costume contest. We plan to light up your night!

At a Glance:

What: “First Night Monterey: Celebrating 25 Years of Magic on New Year’s Eve!”

Don’t miss the most enjoyable New Year’s Eve ever when First Night Monterey 2018 celebrates its 25th anniversary (1993-2018). “First Night Monterey: Celebrating 25 Years of Magic” will offer something amazing and magical for all ages, including great art activities and displays, new top musical entertainment and returning favorites, plus lots more fun things to do at this unique event on New Year’s Eve in historic Downtown Monterey.

First Night Monterey 2018 celebrates the lively arts scene in Monterey County with its family-friendly celebration of the arts on New Years Eve. Enjoy all of the activities, colors, lights, musical entertainment and performances while attendees dance, play, act, perform, create and sing their way into 2018 with activities for both children and adults. Come in costume or dress however you like to enjoy an unforgettable evening.

Over 20 different indoor and outdoor venues will feature 70 regional and touring acts performing live music in a wide array of musical styles (pop, indie, blues, folk and rock ‘n roll, including children’s acts), a fabulous twilight procession, dance, comedy acts and magicians. (Schedule to be provided soon.)

First Night Monterey 2018 will transform the streetscapes, buildings, theaters, churches and concert halls throughout Historic Downtown Monterey into a fun, informative and unique way for the community to experience multiple forms of art on an evening where we can celebrate our uniqueness, our commonality and the coming of the New Year!

Come to First Night Monterey and create wonderful memories that include the entire family with the most affordable, accessible, alcohol free, safe and exciting New Year’s celebration for all ages!

First Night Monterey will be held Rain or Shine. No worries as 85% of the activities are indoors.

Additional details including the First Night Program and Schedule will be added to the website, www.firstnightmonterey.org so attendees can plan their night of fun!

When: Sunday, December 31, 2017 from 3:00 p.m. to Midnight

Where: Twenty venues in and around Historic Downtown Monterey including the Golden State Theatre and Colton Hall Lawn.

Cost: Purchase non-refundable First Night Monterey Buttons to have access to all of the magic of the event.

Park: Park at Del Monte Center and Ride the free bus to downtown Monterey! Perfect for families and singles. City of Monterey has several parking lots within a block or two from all the festivities.

Take advantage of discounted First Night Monterey 2018 Admission Buttons:

From December 6th - December 30th: Adults \$22 and Youth \$15

On December 31st: Adults \$25 and Youth \$18. Children five and under are free.

There are also special Family Packs available online only which includes 2 adult buttons and 2 youth for \$65 (not available in stores or online after December 28th).

First Night Monterey 2018 Buttons are available now on sale on the website at firstnightmonterey.org. Visit our local business to purchase: Safeway (all Monterey County stores), 7-Eleven stores (Monterey/Del Rey Oaks) and Rabobank (Monterey, Pacific Grove and Seaside). Buttons purchased online will be available for pick up at Will Call (location to be announced.)

Buying a button ensures that First Night Monterey 2018 offers the best in community arts and performing arts. Your button supports the First Night Monterey (a 501(c)3 non-profit) and directly supports the performers' fees.

Ride MST (Monterey Salinas Transit) free to First Night Monterey when you wear a First Night Monterey 2018 Button. Or use the Park and Ride lot at Del Monte Center near Macy's Furniture Store; shuttle busses operate every 15 minutes from 3 p.m. to 1 a.m.

Hotels and Restaurants:

There are many hotels to choose from in and around Monterey. First Night Monterey 2018 will have a varied selection of food and beverage booths for your enjoyment. The Monterey Peninsula has excellent restaurants in historic Downtown Monterey and nearby. For listings and reviews or hotels and restaurants, go to www.monterey.com.

More Information: Phone [\(831\) 373-4778](tel:8313734778); Email: ellen@firstnightmonterey.org

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