



Celebration *of* Lights

2022 Sponsor and Community Partner Report

Celebration of Lights brought together friends and family to celebrate the start of the holiday season. The community was excited to participate in both indoor and outdoor activities and enjoy the warm winter weather. Smiling faces could be found everywhere throughout the event; children were happily getting selfies with Santa and the Grinch, while parents sipped on hot chocolate. The digital tree lit up at 5 p.m. to kick-off the holiday season, with a coordinated music show available at 103.3 FM. The holiday lights around Broadmoor Lake Park and along Sherwood Drive were lit up at the same time and remained lit into the new year.



Stats and Event Information

Event stats:

- 3,000 Attendees** (estimated)
- 500 Craft kits** handed out
- 500 Cookie kits** handed out
- 1,000 Hot chocolates** given
- 15 Activities** available at the festival



Social media stats:

- 10,654 Public website** total views
- 14,286 Facebook event** total reach
- 1,613 Instagram posts** total views
- 737 Tweets** total impressions



Thank You

to all of our sponsors and volunteers!



STRATHCONA
COUNTY