

A RESOLUTION

BY COUNCIL MEMBER JIM MADDOX

**A RESOLUTION EXPRESSING ATLANTA CITY COUNCIL SUPPORT FOR “WINTER HOLIDAYS AROUND THE WORLD” TO BE HOSTED BY UNDERGROUND ATLANTA; AND FOR OTHER PURPOSES.**

**WHEREAS**, Underground Atlanta has been designated as a “Special Entertainment District” pursuant to State Law; and

**WHEREAS**, the City of Atlanta encourages festivals, events and concerts to occur in such an Entertainment District; and

**WHEREAS**, the City is interested in the revival and development of the downtown area; and

**WHEREAS**, the City also desires for Underground Atlanta to be an attractive venue for local residents as well as visitors from other states and countries; and

**WHEREAS**, Underground Atlanta is planning to host a month-long celebration of “Winter Holidays around the World”, which will open on November 23, 2007, (Thanksgiving weekend) with the lighting of a spectacular “World Tree” and close on December 25, 2007, (Christmas evening); and

**WHEREAS**, the event will feature and highlight the celebration of winter holidays in different cultures with decorated trees, handcrafted ornaments, food and beverages, costumes, music and dance; and

**WHEREAS**, USA, Italy, Germany, Brazil and Mexico will be the featured countries for this year; and

**WHEREAS**, the participating countries will set up pavilions to provide a unique look at how the holidays are celebrated in their native lands; and

**WHEREAS**, attendance will be free to the public; and native items, food and holiday beverages will be offered for sale to patrons; and

**WHEREAS**, a description of the event is attached to this legislation.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA**, that the Atlanta City Council expresses its support for the “Winter Holidays around the World” event to be hosted by Underground Atlanta from November 23, 2007, to December 25, 2007.

## **Christmas around the World**

Hosted by Underground Atlanta

### ***What is it?***

A month-long celebration of Christmas around the World and how this unique holiday is celebrated in different cultures, featuring decorated trees, hand-crafted ornaments, seasonal food, holiday beverages, costumes, fireworks, music, dance and other events.

### ***Where is it?***

The event takes place at one of Atlanta's most revered entertainment destinations, Underground Atlanta.

### ***When is it?***

The event will open on Thanksgiving weekend (Nov 23) with the lighting of a spectacular tree and close on Christmas evening (Dec 25).

### ***Event details***

Opening on Thanksgiving weekend with the lighting of the "World Tree" and a live television broadcast the celebration will feature country "pavilions" from the USA to Germany to Brazil. Each pavilion will feature that country's unique way of celebrating the Christmas holiday. Booths featuring food, beverages, handcrafted ornaments, Christmas décor and other items will provide attendees with a unique look at how the participating countries celebrate this Christian holiday. Native items will be offered for sale to patrons. Attendance is free to the public.

### ***How does it work?***

Target countries for the first year include: Italy, USA, Germany, Brazil and Mexico. Additional consideration will be given to Atlanta Sister Cities and additional countries may be added in future years. The Consular office of each country will be contacted and presented with the opportunity to participate. The Government (Consular office) or sponsor of each country will pay a fee to the producers. In turn, they will have the right to sell booth space to qualified vendors of food and products, which best represent how that country celebrates Christmas. Each vendor will receive a 10 ft x 10 ft covered tent as part of his or her fee.

### ***Programs and Themes***

Each week and weekend a different country will feature special performances, which represent their unique way of celebrating Christmas. Choirs, glee clubs, dancers and processions will be scheduled throughout the month-long celebration. Each country will also have a special night during which they can introduce Papa Noel, Der Weihnachtsmann, La Befana or Santa Claus according to tradition in their respective countries. Live radio and television broadcasts will bring the sights and sounds of the country to their audiences.

### ***Producers***

The event will be hosted by Underground Atlanta and produced by one of Atlanta's most respected event production companies, Creative Marketing Strategies, Inc.

For further information contact:

John Bevilaqua, Executive Producer 770.345.0025 or

Michelle Lawrence, Event Manager, Underground Atlanta, 404.523.2311 x7008