



PRESS RELEASE

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LIFE UNIVERSITY'S 2014 LIGHTS OF LIFE TO KICK OFF THANKSGIVING EVENING

Marietta, Georgia, November 26, 2014 – The 2014 edition of the annual Lights of LIFE on the campus of Life University (LIFE) will commence on Thanksgiving evening, Thursday, November 27 and will run every night, rain or shine, through Christmas Eve, Tuesday, December 31.

LIFE introduced the Lights of LIFE in 1989 as a gift to the local community, and it has now grown to be one of the most popular light shows in the Southeast, attracting nearly half a million spectators from the surrounding region. Cars, vans and buses cruise through the spectacularly illuminated campus each year, often stopping along the 1.5-mile drive to enjoy an array of seasonal entertainments.

Costs are \$5 per car Monday-Thursday, \$10 per car on the weekends and November 27-30, December 19-31 and \$20 per bus during the week. Families are encouraged to come during the week to take advantage of the lower price, as well as to avoid the busier weekend traffic. The display opens at dark every night and runs until 10:00 p.m. Sunday-Thursday and until 10:30 p.m. on Fridays and Saturdays.

Each year, the display is different making each experience unique. With more than one million LED bulbs and the 65-foot-tall Santa and his sleigh display (the tallest display in the Southeast), combined with the low cost, Lights of LIFE is the most affordable, quality light display in the metro area.

As in years past, Santa Clause will be visiting on weekends (photographs with Santa will be available for \$12.00 each or \$20.00 for two of the same photo). Pony rides (\$5 per rider), train rides (\$3 per rider) and the petting zoo (\$3 per person) will also return, as will our concession stand, offering seasonal drinks and snacks for purchase.

The Lights of LIFE is a zero-profit operation. Per-car fees go to offset the cost of electricity and those associated with ongoing operations. Fees for individual goods and services are at the discretion of the vendors.

About Life University

Founded in Marietta, Georgia in 1974, Life University is a health sciences institution most known for its chiropractic program, the largest in the world. Life University is regionally accredited by the Southern Association of Colleges and Schools (SACS) to



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award four-year undergraduate and graduate degrees in a variety of health care, science, business and general studies fields, and also has programmatic accreditation through the Council on Chiropractic Education (CCE), the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and the Commission on Accreditation of Athletic Training Education. The mission of Life University is to empower students with the education, skills and values necessary for career success and life fulfillment, based on a vitalistic philosophy.