



Media Contact:  
Joyce Perhac, ProShow, Inc.  
412-780-4336 | [jperhac@proshowinc.com](mailto:jperhac@proshowinc.com)

FOR IMMEDIATE RELEASE

## HIGH-TECH HOLIDAY DECORATORS GATHER TO DECK THE HALLS AT CHRISTMAS EXPO

(BILOXI, MS – July 9, 2014) There's plenty of time to put together your Christmas shopping list before December 25. But dedicated decorators know that you can't start planning early enough to make your house, business or city shine the brightest during the holiday season.

It's Christmas in July at Christmas Expo, an annual event being held this year in Biloxi, MS on July 17-19, 2014 at the Mississippi Coast Coliseum and Convention Center. Christmas Expo is three days of shopping, education, sharing and brainstorming for home decorators, commercial decorators and even cities, amusement parks and local businesses. Over-the-top outdoor display gurus, as well as Clark Griswold wannabe's that include every skill level from novice homeowners to seasoned pros and professional decorators, will be converging on the convention center to see the latest outdoor holiday lighting and decorating products and learn trending techniques from leading lighting, technology and decorating experts.

Attendees can choose from over 50 classes covering everything from animatronics to soldering, blow molds to inflatables, as well as audio and video editing, wireframes, computerized light shows, mega displays, how to put it all to music and much more. Special guest speakers include Jay Cone who will share experiences and tips from working on the Osborne family light show in Orlando, as well as Ray Wu, a lighting manufacturer in China, who will be joining in via video conference.

Also joining in this event will be representatives from the new TV reality show, *The Great Christmas Light Fight* on ABC, who will be recruiting participants for the 2014 season. A panel discussion with several of last year's participants (including several winners) is also planned for Friday at 2pm.

### ABOUT

Christmas Expo is owned and produced by sisters, Joyce Perhac, President of ProShow, Inc., a professional event planner and Janice Blasko, a website developer and owner of [ChristmasLightFinder.com](http://ChristmasLightFinder.com), a searchable database of home and commercial holiday lighting displays. "Both of us are avid decorators" explains Perhac, "so this show is a natural for us." Perhac adds the show is scheduled right in the heart of summer just as the new holiday products are released to allow both professionals and home decorators ample time to plan and prepare for the upcoming season.

-- continued --

## **GENERAL INFORMATION**

Christmas Expo is open to the public. Show hours are 9am-7pm on Thursday, 8:30am-6pm on Friday and 8:30am-5pm on Saturday. General Admission to the vendor/shopping area is \$8.00 per person and includes free admission to the “Decorating 101 – Basics and Novel Anecdotes for Newbies” class. In addition, single-day and 3-day passes are available for anyone wishing to attend the specialized classes. To learn more about Christmas Expo or to register online, visit [www.ChristmasExpo.com](http://www.ChristmasExpo.com). The show will be held at the **Mississippi Coast Coliseum and Convention Center**, 2350 Beach Blvd, Biloxi, MS 39531.

#####