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FOR IMMEDIATE RELEASE

FIRST TIME IN TEXAS

SANTA IS DELIVERING THE LATEST TRENDS IN HOLIDAY DISPLAYS – CHRISTMAS LIGHTING ENTHUSIASTS LEARN HOW TO STAGE AWARD WINNING DÉCOR WHILE KIDS MEET SANTA AT CHRISTMAS EXPO 2015

FORT WORTH, TX—(July 10) Christmas in July has never been like this! The holidays come early to Texas July 16-18, as the 2015 **Christmas Expo** decorating conference lights up at Fort Worth’s Will Rogers Memorial Center.

Christmas Expo is celebrating its 12th year of impressive outdoor display and decorating ideas, shopping the newest trends in outdoor lighting and décor and presenting classes to help outdoor decorators light their way to their best holiday display.

The conference offers inspiration to homeowners with the simplest decorating style, to the family with the most talked-about display in the neighborhood, and even to large-scale decorators planning displays for cities, commercial properties and amusement parks. **Christmas Expo** is an opportunity to network, shop and learn from industry experts that can’t be found under one roof anywhere else.

Whether a beginner or advanced decorator, conference attendees can choose from nearly 60 classes on lighting, music and animation, as well as soldering, wireframes, powering a display, adding special effects, DIY yard art and more.

Past participants and winners, as well as casting directors from ABC’s “The Great Christmas Light Fight,” will be on-hand for a panel discussion on Saturday, July 18 and to meet with decorators in the exhibit hall. Included in the panel discussion is former contestant **Charles Belcher** of Rowlett who is also teaching a class on projection mapping, the process of projecting videos onto the exterior of a home.

Saturday, July 18, features a day of family fun. Santa will be visiting with local children and helping the Arlington Santa Cops raise money for toys for local children during the Christmas season. Attendees are encouraged to bring toys to kick off this year’s giving program, with sporting goods such as soccer balls, footballs and baseballs in particular need. A portion of the proceeds from General Admissions on Saturday will be donated to the Santa Cops program. General Admission is \$8.00 per person (children under 12 are free) and anyone who brings a new, unwrapped toy will receive \$2.00 off one admission.

Grammy Nominee Entertains

A special guest of **Christmas Expo 2015** is Grammy nominated singer, songwriter and recording artist, Judy Pancoast, Judy’s popular hit, “The House on Christmas Street,” is heard on radio stations throughout the country each holiday season. Judy performs a holiday concert at noon on Saturday, July 18.

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Free Classes

Two free classes, “Decorating 101 – Basics and Novel Anecdotes for Newbies” and “After 30 Years of Christmas Light Shows, What’s Next?” are included in the cost of General Admission. See the schedule for days and times.

Christmas Expo is open July 16-18, 2015. The cost for the full conference is \$70/day or \$175 for all three days, which includes admission to the exhibit hall and all classes and events. General Admission to the exhibit hall only (which includes the two free classes, plus the holiday concert and visit with Santa on Saturday) is \$8.00 per person per day. Children under 12 are admitted free. The **Will Rogers Memorial Center** is located at 3401 W. Lancaster Ave., Fort Worth, TX 76107. For more information, visit www.ChristmasExpo.com.

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ABOUT CHRISTMAS EXPO

Christmas Expo is owned and produced by sisters, Joyce Perhac, President of ProShow, Inc., a professional event planner and Janice Blasko, owner of ChristmasLightFinder.com, a searchable database of home and commercial holiday displays. The event is scheduled mid-summer as new holiday products are released to allow both professionals and home decorators ample time to plan and prepare for the upcoming season. Christmas Expo is presented in a new city every year. This is the event’s first time in Texas.

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