



News Release

For Immediate Release
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The Holiday Shopping Season Starts Here! The I-X Christmas Connection is Coming to Town

(Cleveland, OH) **Even Santa needs some help getting his gifts together!** A holiday tradition now entering its 26th year, the **I-X Christmas Connection** at the I-X Center in Cleveland, Ohio returns **November 18-20, 2011**, with hundreds of unique gifts, homespun crafts, and great holiday entertainment!

With over 500 booths featuring items from candles to handbags, gourmet coffee to chocolate pretzels, handmade jewelry and much more, there's truly something to find for everyone on the "nice" list! **NEW** this year is the **Shop and Drop**, allowing attendees to place their holiday purchases in one convenient location while they explore the expanded show floor. Complimentary gift wrapping will be available. Attendees can also choose to upgrade their parking to valet for a nominal fee, giving them a break when taking all those gifts back to the "sleigh!"

Kids will love all the new festive areas designed just for them! The **Sugar Plum Shop** lets the wee ones feel all grown up as they look for special little gifts for Mom and Dad. In **Gingerbread Land**, the first 500 kids will have the chance to decorate – and eat! – their own holiday cookie compliments of Cookies By Design. Chocolatier Ann Blackwood will also be lending her culinary skills for "make and take" gingerbread houses. There will be fun things for kids to see, from a larger-than-life 30 foot Santa from Blaine Kerns Studios in New Orleans, to an intricate miniature circus display by Wilson Brothers. A model train station will also be on hand for all aspiring engineers to admire!

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NEW this year, kids will even get to spend quality time with the big guy himself! Each morning of the event the I-X Christmas Connection will offer a limited upgraded ticket option for "Breakfast with Santa." Mrs. Claus, along with many of Santa's Elves, will enjoy a hot breakfast while waiting to see if Santa can find his way to the I-X Center! A special present from Santa and great photo opportunities (patrons must bring own camera) are included with this package. Please note that "Breakfast with Santa" tickets can only be purchased online or at the box office the day of the show.

To get everyone into the holiday mood, the I-X Christmas Connection will host live entertainment all weekend using new theater-style seating! Local choirs, dance teams and bands will be playing and performing all of the holiday favorites. Included on the roster is Northeast Ohio's own **Singing Angels**, who will take the stage for two magical performances on Friday evening. The non-profit group is a Cleveland institution supporting youth in arts and music, and have performed throughout the region as well as to international audiences.

The USO will be joining the event this year in support of troops overseas. Patrons are encouraged to sign and share their holiday messages with 10,000 holiday cards donated by American Greetings.

The I-X Cleveland Christmas Connection kicks off the holiday shopping fun **November 18-20, 2011** at the I-X Center in Cleveland, Ohio, One I-X Center Drive on Route 237, adjacent to Cleveland Hopkins Airport. It is easily accessible from I-480, I-71 and the Ohio Turnpike. General Admission \$10; Children ages 12 and under FREE. Discount tickets available for just \$8 each at Discount Drug Mart. Tickets to Breakfast with Santa available online or at box office only.

For more information visit us at www.ixchristmasconnection.com.

Follow the I-X Christmas Connection on **Facebook and Twitter!**

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