



FestivalofTreesColumbia.org
#FOTColumbia2017

MEDIA ADVISORY

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28th Festival of Trees Brings Magic to the Midlands Nov. 17-19

Proceeds benefit Palmetto Health Children's Hospital

WHO: Thousands of guests will experience the magic of Palmetto Health Foundation's 28th Festival of Trees, a weekend-long signature fundraising event benefiting Palmetto Health Children's Hospital.

WHAT: Festival of Trees will be held Friday, Nov. 17 through Sunday, Nov. 19. The fundraising event will feature a silent auction of decorated trees, wreaths, menorahs and gifts as well as hand-painted wooden door art created by patients at Palmetto Health Children's Hospital.

An exclusive, black-tie Festival of Trees Auction Preview will be held Friday, Nov. 17, at Columbia Metropolitan Convention Center. Guests will have an exclusive first opportunity to bid on auction items, enjoy delicious food and drink and visit with Santa who will be available for photos. Festival of Trees Auction Preview reservations are \$125 each and include cocktails and heavy hors d'oeuvres. Valet parking will be available. Reservations may be made at FestivalofTreesColumbia.org.

On Nov. 19, Palmetto Health Foundation will hold the second annual "Santa & Me" event for children to experience Santa's magic. With the help of The Mad Platter team, a child will create a holiday keepsake featuring handprints from the child and Jolly Old St. Nick! For pricing details or to make a Santa & Me reservation, visit FestivalofTreesColumbia.org. Festival of Trees will not be open to the public on Saturday, Nov. 19, but silent auction mobile bidding will still be active.

On Sunday, Nov. 20, the silent auction will continue, and families will enjoy holiday entertainment from local choirs, dance groups, photos with Santa and the popular "Mascot Madness Parade" featuring area mascots. A full entertainment schedule can be found at FestivalofTreesColumbia.org. Sunday admission will be \$2 per person or \$5 per family (up to four people). Children 12 and under will receive free admission. The silent auction will close on Sunday at 4 p.m.

WHEN: Friday, Nov. 18-Sunday, Nov. 20

Nov. 18: Festival of Trees Auction Preview	7-10 p.m.
Nov. 19: Santa & Me	10 a.m.-Noon
Nov. 20: Festival of Trees (open to public)	12-4 p.m.

WHERE: Columbia Metropolitan Convention Center, 1101 Lincoln Street, Columbia

VISUALS, PHOTO AND INTERVIEW OPPORTUNITIES:

- Decorated trees, wreaths, gifts, menorahs
- Children creating holiday keepsakes during Santa & Me event (Saturday, Nov. 19, 10 a.m.-Noon)
- Mascot Madness parade (Sunday, Nov. 20, 1-2 p.m.)

About Palmetto Health Children's Hospital

Palmetto Health Children's Hospital is South Carolina's first children's hospital and has more than 150,000 children's visits each year. It offers more than 30 subspecialties to meet the unique health care needs of children and has central South Carolina's only Children's Emergency Center. With more than 350 professionals who work exclusively with children, Palmetto Health Children's Hospital has a team of highly skilled and trained experts unmatched by any hospital in the Midlands. Palmetto Health Children's Hospital is the place to go for children's medical care, because the best care matters. Visit ch.palmettohealth.org for more information.

About Palmetto Health Foundation

Palmetto Health Foundation's mission is to engage community partners to enhance health care for patients and families served by Palmetto Health. For more information, visit PalmettoHealthFoundation.org or call (803) 434-7275.

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