

# Imaginarium

Imaginarium at Cal Expo



Imaginarium's "Light Up the Night" is a family-friendly outdoor event taking place at Cal Expo in Sacramento from November 19<sup>th</sup> through January 16<sup>th</sup> (select days). The event is brought to you by the producers of Global Winter Wonderland, which opened in 2011 in Santa Clara as the first-ever Chinese lantern festival to ever be held in the United States. It was held at Cal Expo from 2014 – 2018 to appreciative crowds.



This year's event is a new concept and is a more immersive experience featuring an incredible array of lighting displays, many of them interactive, responding to music and attendees. Guests will love walking through illuminated tunnels and the Field of Dreams aglow with over 30,000

roses arriving at Winter Wonderland. the crowds. In total there are over three million LED lights, creating a unique and exhilarating event specifically designed for this year's extended holiday season. There's the Rhapsody in Blue zone where lights are synchronized with music, creating a festive and fun atmosphere for adults and children alike. Laser shows will light up the night sky and captivate the guests in attendance.



In addition to this innovative and experiential evening, the event producers note that there will be a food court and a beer garden. And like past events, there will be carnival rides and games to enjoy, along with having pictures taken with Santa as well as costumed characters.

Tickets will go on sale October 18<sup>th</sup>. For more information about Imaginarium at Cal Expo visit, [imaginarium360.com](http://imaginarium360.com) or email [imagine@imaginarium360.com](mailto:imagine@imaginarium360.com).