



City of Burnsville

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FOR IMMEDIATE RELEASE

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BUSINESSES INVITED TO BRIGHTEN PROFITS WITH THE HEART OF THE CITY LIGHTING CERMONY

Area businesses are invited to join in the fun as Burnsville residents make the countdown and the Heart of the City comes alive with holiday lighting. The Heart of the City Holiday Lighting ceremony, set for Wednesday, November 25 at 6:00 p.m. draws hundreds of residents to Nicollet Commons Park. Businesses are invited to participate by getting their information in a free promotion bag or by setting up a booth at the event.

The first 500 residents in attendance will receive a free business “promotion bag”, a gift bag filled with offers and information from area businesses. Participation by businesses is easy by providing 500 items to distribute and filling out a form. The form is online at www.burnsville.org and there is a \$25 permit fee, but only items in the bag will be allowed to be distributed at the event.

A second way for businesses to participate is by providing a booth to supply complimentary food or beverages. Just fill out the application and there is no permit fee involved. Businesses or groups looking to sell items or solicit donations will need to complete an application and pay the permit fee of \$55.00. Only twelve total of complimentary or solicitation booths will be granted.

Applications are online at www.burnsville.org/HOClighting, or can be picked up at the Recreation Department at City Hall, 100 Civic Center Parkway. Application deadline is November 16. Applications should be returned to Shellie Boyum, Recreation Department, Burnsville City Hall.

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