

MUSEUM
of
IDAHO

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FOR IMMEDIATE RELEASE

**4TH ANNUAL OLDE FASHIONED CHRISTMAS AND WINTER FESTIVALS
AT THE MUSEUM OF IDAHO RINGS IN THE HOLIDAY SEASON**

Idaho Falls— Opening December 9th, the Museum of Idaho, the City of Idaho Falls, and the Interfaith Council welcome the Christmas season with their 4th annual *Olde Fashioned Christmas and Winter Festivals* event presented by Chesbro Music Co.

FREE to the public, many of the items on display have been loaned or donated by the community resulting in an eclectic array of seasonal items.

A popular tradition among the locals, *Olde Fashioned...* offers a blend of the old and the new of Christmas celebrations. New for 2011, the exhibition will premier a collection vintage Christmas toys while also bringing back their treasured Santa Claus figurines, homemade Gingerbread Houses, Nativity Scenes (over 150 displayed), and a collection of other winter festivals. Included in the event is Heritage Corner—a display focuses on Sweden's holiday for St. Lucia.

During the event, which runs through January 4th, 2012, many activities will take place that include a chance to visit Santa on Saturday 10th and 17th from 3 – 5 pm, a mailbox for children to mail their letters to Santa, live Christmas music each night, a free gift wrapping center, and a canned food drive.

To kick off the opening of the exhibit, a Tree Lighting Ceremony will take place on December 8th from 5:30 – 8:00 pm. Open for all to attend, the event will feature live Christmas music, face painting, and an appearance from Santa Claus himself.

Museum hours will remain the same from 9 am – 8 pm Mon and Tuesday and from 9 am – 5 pm Wed – Sat. The museum will be open on Dec. 24th and resume regular hours starting the 26th. They will also be open on New Year's Eve until 5pm.

For more information, please contact Britni Storer, Director of Marketing at 522-1400 ext. 3004 or at britnistorer@museumofidaho.org.

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