



## FOR IMMEDIATE RELEASE

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### **Sight & Sound Produces the City of Jacksonville's Light Parade**

Sight & Sound Productions is proud to announce their involvement with the 2010 Jacksonville Light Parade. They will be providing a state-of-the-art audio arrangement along the north bank from the CSX building to the Hyatt, the south bank from River City Brewing Co. to the Wyndham and the riverfront area near Metropolitan Park. More than 200,000 people typically attend this event and Sight & Sound will work hard to ensure that each of them is immersed in the sounds of the season as they take in the electrifying display.

On what makes this event so special, Christina Langston, Public Relations Manager for the City of Jacksonville said, "The Jacksonville Light Parade has been a Thanksgiving weekend tradition for more than 20 years. People line the riverbanks as the First Coast's finest boats (big and small) boast breathtaking displays of lights and sounds as they parade down St. Johns River. One of the city's most spectacular fireworks shows of the year culminates the evening featuring fireworks shot from three river barges and the popular 'waterfalls' from signature downtown bridges to celebrate the holiday season." Langston went on to say, "The City of Jacksonville appreciates [Sight & Sound's] efforts, and looks forward to a wonderful event this year!"