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THE BELLEVUE COLLECTION™

Contacts: Cheryl Engstrom, cheryl@engstrompr.com, 425-487-0682

Gillian Good, gillian.good@kemperdc.com, 425-460-5834

Snowflake Lane Turns Bellevue into Most Festive Downtown in America Hundreds of Teens Perform Nightly Free Holiday Show on Bellevue Way

BELLEVUE, Wash. (Oct. 12, 2015) – Snowflake Lane at The Bellevue Collection has become one of the most beloved new holiday traditions in the region and kicks off its 11th annual season on Nov. 27th in downtown Bellevue. Each night, from the day after Thanksgiving through Christmas Eve, Bellevue Way is magically transformed into an extravagant winter wonderland. Falling snow, twinkling lights, enchanting characters and lively musical dance performances set to holiday classics with a twist, mark this much-anticipated tradition.

The 20-minute nightly outdoor show, which starts at 7 p.m. and is free to the public, draws up to 10,000 spectators each night to the streets surrounding The Bellevue Collection, the Pacific Northwest's largest shopping and entertainment destination.

Nearly 250 of the area's most talented teen performers become the stars of the show, entering weeks of rehearsals from late October through November to prepare for the nightly event. Auditions for the show's Toy Soldier Drummers, Jingle Belle Dancers, Snow Storm Drummers, Jingle Elves, and Snow Princesses are competitive but fun. For every performer cast, two are asked to try again next year.

Dressed in lavish costumes, Snowflake Lane performers treat holiday revelers to a jolly good time with professionally choreographed song and dance numbers produced by one of the world's most celebrated creators of musical revues, Greg Thompson of Greg Thompson Productions. Posing for snapshots and handing out candy, to the delight of those who line the streets from Bellevue Way to NE 8th Street each night, is all part of the act for these one-of-a-kind Snowflake Lane characters, who have become holiday fixtures in the lives of so many over the years. New to the show this year are ice skating dancers called "Icicles" as well as "Sky Dancers" on stilts and pop-up entertainment stages.

Kemper Freeman, CEO and chairman of Kemper Development Company and the visionary behind The Bellevue Collection, the retail heart of Seattle's Eastside, envisioned creating an engaging holiday experience in Bellevue and found his inspiration on New York City's Fifth Avenue and Chicago's Magnificent Mile.

"Bellevue has been our family's home for several generations and being able to give back to this community with Snowflake Lane has been so rewarding and joyful for us," says Freeman. What started as a way to create an annual tradition to draw people from a multistate region became something much more meaningful and lasting. "From the letters and emails from sent by families, Snowflake Lane is a life-changing experience for hundreds of young performers and tens of thousands of spectators.

"During the weeks of intense preparation, the performers give their hearts and souls to the Snowflake Lane production night after night," says Jennifer Leavitt, vice president of marketing for The Bellevue Collection. "Every year we look to infuse new characters, dances and performances into the show so that it stays fresh and exciting for the people who come year-after-year while keeping the traditional favorites that everyone loves."

This gift to the community costs Freeman, a life-long Bellevue resident, and his family an estimated \$1 million annually, including wages for each teen performer, whose contribution to the community Freeman says, is priceless. "Each year they amaze and delight. Because of them, Snowflake Lane has become a special holiday tradition, especially for families with small children who dream of becoming Snowflake Lane performers when they grow up."

To learn more, visit: Snowflakelake.com

About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection, owned by Kemper Development Company and its Affiliates, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square anchored by the Lincoln Square Cinemas, restaurants, home furnishings and The Westin Bellevue hotel. With a distinctive collection of 250 of the finest shops, 30 destination restaurants, a 16-screen premier cinema, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is a shopping, dining and nightlife and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle.

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