



**For Immediate Release      PRESS CONTACT: Daniella Elghanayan/Chris Davis 805/687-3322**

## ***Light Up A Life Celebrates 25 Years In Santa Barbara***

### **Annual Tree Lighting Ceremony Commemorates the Lives of Loves Ones**

**December 5, 2008, Santa Barbara, CA**—Friends and families will gather in Santa Barbara and Goleta this weekend to honor the memory of loves ones and celebrate life at Hospice of Santa Barbara's 25<sup>th</sup> anniversary of Light Up a Life. Twinkling through December, memorial trees will be illuminated at each location with hundreds of sparkling lights and shiny stars.

### **PHOTO OP/MEDIA ADVISORY**

Light Up a Life tree lighting ceremonies this weekend:

- **Saturday, December 6<sup>th</sup>, 5:30 p.m., Camino Real Marketplace in Goleta**
- **Sunday, December 7<sup>th</sup>, 5:30 p.m., Lobero Theatre front lawn in Santa Barbara**

Twenty-five years ago (in 1984), *then* Hospice of Santa Barbara Executive Director Charlie Zimmer and Auxiliary member Joy Sommerfield traveled to San Bernardino to speak with the director of a Hospice organization who originated the Light Up A Life idea. After much discussion, they quickly believed that the event would be a perfect match for Santa Barbara families who needed a very special kind of grief support during the holidays.

The ceremony would also serve as an important way to honor significant loved ones in our lives, educate the community about the Hospice of Santa Barbara philosophy and services, and help to raise money for those services.

Since then, Light Up a Life crowds have become significantly larger and the ceremonies have expanded into the cities of Carpinteria and Goleta. The celebration has come to serve as an important event in our community that helps launch the beginning of the holiday season.

To purchase a star, visit [www.hospiceofsantabarbara.org](http://www.hospiceofsantabarbara.org) or call (805) 563-8820. Donations of \$10 or more per star are suggested. All proceeds benefit Hospice of Santa Barbara, Inc. – a volunteer hospice organization.

The mission of Hospice of Santa Barbara, Inc. is to provide care to anyone experiencing the impact of a life-threatening illness, or grieving the death of a loved one.