



NEWS RELEASE

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**North Point Community Church's Pandemic-Inspired Christmas Invention
Has Become a Christmas Tradition**

Christmas Tree Lighting Events to Draw Thousands of People from Alpharetta and Surrounding Communities and Support 35 Local Businesses and Nonprofit Organizations

Alpharetta, Ga. – During the pandemic, necessity became a mother of invention. What started as a pandemic-inspired local church invention (an outdoor Christmas Tree Lighting event at North Point Community Church) has since become a tradition for thousands of people in Alpharetta and surrounding cities. This year the events are expected to again draw thousands to the church's lawn for eight family-friendly Christmas Tree Lighting experiences December 1–4 at 6:00 and 8:00 p.m.

Each event will feature live music, holiday lights, photos with Santa, and an all-new show featuring a 45-foot-tall, 17-foot-wide Christmas tree lit with 20,000 animated lights. Also new this year will be separate holiday gift and food markets supporting 33 local businesses and nonprofit organizations. Tickets are free, but registration is required at www.northpoint.org/npchristmas.

"We want our Christmas Tree Lighting events to be a gift to the community this Christmas season," said Amanda Roper, public relations director for the church. "Join us for a one-of-a-kind Christmas tree lighting experience you won't forget."

Attendees are encouraged to register early and arrive early to explore the markets and take photos with Santa. Seating will be first come, first served on the lawn and in the back parking lot. Lawn chairs and blankets are encouraged. For more details and to see a video of highlights from last year's event, visit www.northpoint.org/npchristmas.

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