

FOR IMMEDIATE RELEASE
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Red Rock Fantasy, let the holidays commence!

Nestled within the world-renowned red rocks of Sedona, Red Rock Fantasy is a festival of nearly one million lights providing a man-made marvel within the scenic beauty that has drawn visitors for the past one hundred years. Now in its nineteenth year and boasting nearly two-dozen displays created by families from the Southwest, the festival promises never-before-seen marvels of light that leave children in wonderment and move adult minds to enjoy the holidays as they did when they were young. That's the magic that has made Red Rock Fantasy a favorite among Arizonans and visitors to the state alike.

Lights On for the 19th Annual Red Rock Fantasy will take place this year at 5:00 p.m. on Thursday, November 19, 2009. The event will last through the New Year, ending with "Lights Out" on Saturday, January 2, 2010.

All those touring the lights will be given a ballot containing a route map, which will allow them to choose five favorite displays. The completed ballots may be dropped in the ballot box located in the lobby of the restaurants. The winning display will be awarded a lifetime vacation ownership through ILX Premiere Vacation Club with prizes also going to runners up in 1st, 2nd and 3rd place categories. The Red Rock Fantasy Awards Banquet announcing the winners in every category is Saturday, January 9, 2010 beginning at 6:30 pm. In addition to the annual competition amongst display decorators, ILX Resorts Incorporated will continue the tradition of donating a percentage of proceeds to local schools, charities and nonprofits.

ILX Resorts wants to thank the Sedona Chamber of Commerce and City of Sedona for pledged safety during this year's annual event. It is because of them Red Rock Fantasy has been and continues to be a success.

The festival is open each evening (weather permitting) from 5 p.m. to 10 p.m. on Fridays and Saturdays and 5 p.m. to 9 p.m. Sunday through Thursday. Admission is \$5 for adults, \$4 for seniors, \$2 for children aged 4-12 and is complimentary for children 3 and under. Blocks of 20 tickets or more are sold at a discounted rate of \$4 per person. For more information, call 928-282-1777 or toll free 800-521-3131.

For more information please call (928) 282-1777 or visit our web site at www.redrockfantasy.com

For bulk ticket information, contact Deb Hawthorne, Accounting Manager, Los Abrigados Resort & Spa, at (928) 282-1777

