DECK the HILLS!

by Rebecca Pontius

For the second consecutive year the City of Beverly Hills has invited Utopia Entertainment, Inc. to help usher in the holidays by wrangling herd over their entire citywide holiday production and neatly tying it up in a bow. Or several bows actually...some nearly ten feet wide!

Our theme park background really kicks into high gear as we once again develop a comprehensive, entertainment program where holiday musicians, artists and street performers entertain the shopping masses upon some of the most famous streets in the world, like Rodeo Drive and Wilshire Boulevard.

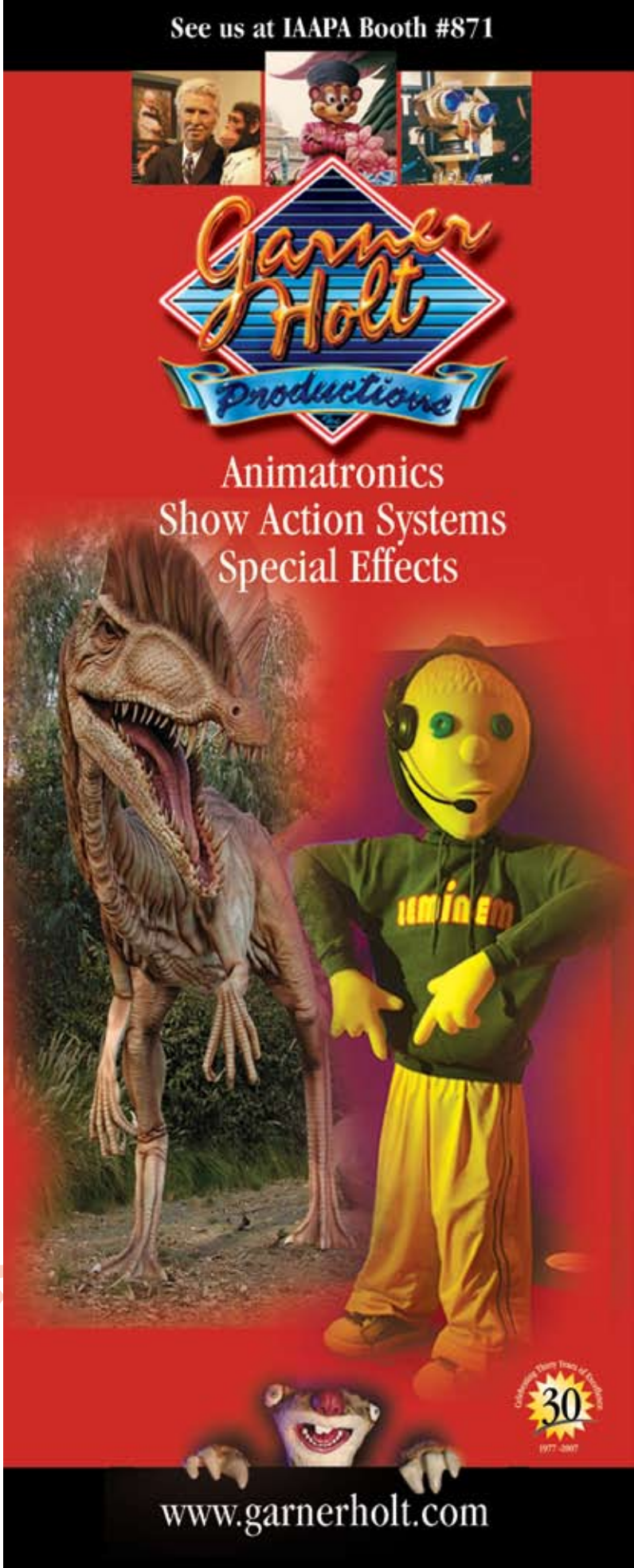
Deck the Hills! is more than just a tag line, it's the kitschy, 1950's, (Martini Lounge inspired) theme we've developed for the community and comes complete with citywide banners featuring the "Fabby Shopper" and her pampered pet Chihuahua. These colorful banners follow the Beverly hip-chick throughout her shopping experience, dining Al Fresco and tooling around in her sporty, red convertible.

While shopping on the streets, patrons will delight to vintage Rat Pack inspired holiday tunes provided by way of a custom designed Wi-Fi audio system throughout the shopping district. It's all so cool man... can you dig it?

After sunset the streets of the city come to life as the famed palm trees brightly glow with thousands of dazzling lights, adding to the festive atmosphere. Large swags of colorful lights extend over Wilshire Boulevard creating a canopy of holiday cheer as shoppers zoom beneath in their Rolls Royces, Bentleys and Volkswagens (some folks are just visiting).

High in the air, suspended above Wilshire Boulevard, a full-sized version of Santa, his sleigh and reindeer herald in the season and beckon to the traffic below that the holidays are here and there's shopping to be done! At least that's what the City tells us he's saying.

Due to the popularity of last season's holiday wrapping of the Beverly Hills Chamber of Commerce building as a colorful present, we are adding two more building wraps to parking structures in town, complete with enormous ribbons and bows. The cheerful packages, ambient music and entertainment, the colorful light displays and banners are all part of the City's way of saying "thanks" to their patrons and "hope you have a wonderful holiday season!"

This year Utopia is also very proud to produce the "Beverly Hills Annual Lighting Ceremony" (November 17) which features a live stage show, mass street entertainment, and a grand finale to the lighting of Rodeo Drive and the famous UNICEF Snowflake, (suspended from the Beverly Wilshire Hotel.) At the throwing of the switch, the Honorable Jimmy Delshad, Mayor of Beverly Hills, simultaneously lights the 20 Baccarat Chandeliers that line Rodeo Drive, and the 16-foot UNICEF Snowflake that features 12,000 Baccarat cut crystals. The dazzling display is a true bling-fest, even by Beverly Hills standards.

Upon the lighting, Utopia will present a thrilling pyro spectacular that features a choreographed pyrotechnic show culminating with the launch of 60 comets from the rooftop of the Beverly Wilshire Hotel in commemoration of the 60th Anniversary of UNICEF.