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\*MEDIA ADVISORY\*

**Haywood Mall to host Holiday Tree Lighting Celebration, Friday, December 2**

*Local mall brightens the holidays with larger than life seasonal celebration;
just announced: local artist Benton Blount to headline festivities*

GREENVILLE, S.C. (December 1, 2016) – Jingle all the way toHaywood Mall for a larger than life holiday tree lighting celebration on Friday, December 2! Festive families are invited to arrive at 4 p.m. for live, local music, a kid’s zone, food vendors and more. The tree lighting ceremony will commence at 6 p.m. with a concert by the local country artist Benton Blount outside of the Palmetto Moon entrance, between Macy’s and Sears. Adorned with 15,000 mini LED lights, the 30-foot cedar tree will be lit at 8 p.m. to make the Greenville spirits bright throughout the holiday season!

Children can visit the kid’s zone from 4 – 8 p.m. which will include inflatables, trackless train rides, story book characters, carnival games and a winter wonderland of activities!

To get in the holiday spirit, all of Santa’s elves are invited to carol along with live musicians from the Greenville-area. The updated concert schedule is as follows:

* 4 – 4:30 p.m.: Welcome Elementary School Choir
* 4:30 – 5 p.m.: Greyson Turner, former American Idol contestant
* 5 – 6 p.m.: Stereo Reform
* 6 – 8 p.m.: Benton Blount

Benton Blount was a top 10 finalist on “America’s Got Talent” 2015 season and has since sold more than 70,000 albums. A Greenville native, Blount has been touring the country, playing hundreds of shows with top talent like Zac Brown Band and Dolly Parton.

WHAT: Haywood Mall Tree Lighting

 *Holiday tree lighting celebration with live, local music, a kid’s zone and food!*

WHEN: Friday, December 2 at 4 p.m.

Tree lighting ceremony: 6 – 8 p.m.

WHERE: Haywood Mall

 700 Haywood Rd.

 Greenville, S.C. 29607

HOW: This event is FREE and open to the public

For more information, check [simon.com/haywoodmall](http://www.simon.com/mall/haywood-mall), or

visit Haywood Mall on [Facebook](https://www.facebook.com/haywoodmall1?fref=ts), [Twitter](https://twitter.com/HaywoodMall) and [Instagram](http://instagram.com/haywoodmall).

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