

CITY OF MUSCATINE



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A DAZZLING HOLIDAY LIGHT SHOW WITH HEART

ILLUMINATE by Crossroads returns to historic Weed Park this holiday season

MUSCATINE, Iowa – Following a successful debut, iLLUMINATE will once again welcome Muscatine residents and visitors to celebrate the holiday season with a dazzling holiday light experience that promises to be even bigger and brighter in 2024.

Historic Weed Park in Muscatine will light up from 5:30-8:30 p.m. every night, weather permitting, from Thanksgiving through New Year's Eve, bringing together thousands of families and individuals for a memorable, purpose-driven experience.



The event, sponsored by Crossroads, Inc., raises funds to support essential services for seniors

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and people with disabilities in Muscatine and Tipton. In its inaugural year, iLLUMINATE welcomed over 6,000 cars and raised over \$84,000 for Crossroads' critical services. Crossroads provides support to over 600 individuals through eight service lines, with a mission to "cultivate choice and inclusion for seniors and people with disabilities."

To learn more, to become a sponsor, or to volunteer for the event, visit

<https://crossroadsmuscatine.org/illuminate/>

"We're so grateful for the generosity of our sponsors and donors who make this event possible," Megan Francis, Chief Experience Officer at Crossroads, said. "Every dollar raised at iLLUMINATE will go directly to supporting the essential services we provide, from Meals on Wheels and Adult Day programs to Supported Community Living and Day Habilitation. This event is truly a celebration of our community's commitment to inclusion and care."

iLLUMINATE has been made possible through the incredible support of sponsors, including KENT, MPW, HyVee, UnityPoint, MUSCO, HNI, Ed Morse GMC, Rosy and John Eichelberger, and the Howe Foundation, ensuring that 100 percent of donations made during the event will benefit Crossroads' mission.

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