

FOR IMMEDIATE RELEASE

November 18, 2024

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**FOR IMMEDIATE RELEASE
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THE MAGIC RETURNS TO WEED PARK FOR THE HOLIDAYS

Lighting Up Muscatine: iLLUMINATE by Crossroads to shine brightly for a third year

MUSCATINE, Iowa — The magic of the holidays shines even brighter as iLLUMINATE by Crossroads returns for its third year. This beloved drive-through holiday light show at historic Weed Park has quickly become a cherished Muscatine tradition, welcoming more than 10,000 cars since its debut and raising \$135,000 to support services for seniors and people with disabilities.

iLLUMINATE by Crossroads will once again light up Weed Park every night from Thanksgiving through December 28, inviting families, friends, and visitors to experience a joyful celebration of community and giving.



"This event has grown into something truly special for Muscatine," said Megan Francis, Event Chair. "Every car that passes through iLLUMINATE helps fund essential services like Meals on Wheels, day services, and Supported Community Living. It's a perfect example of how our

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community comes together to support inclusion, care, and community connection.”

As Crossroads and Senior Resources’ largest fundraiser, iLLUMINATE plays a key role in sustaining programs that serve more than 600 individuals across eight service lines. Funds raised help bridge the gap between the true cost of care and what Medicaid reimburses—ensuring that seniors and people with disabilities continue to receive the services they deserve.



The success of iLLUMINATE is made possible by generous sponsors including KENT, MPW, Hy- Vee, UnityPoint, MUSCO, HNI, Ed Morse GMC, Rosy and John Eichelberger, and the Howe Foundation. Thanks to this incredible community support, 100 percent of event donations go directly to Crossroads and Senior Resources programs.

Sponsorship opportunities for iLLUMINATE 2025 are still available. To learn more or get involved, contact Crossroads at marketing@crossroadsmuscatine.org.

Join us this holiday season to celebrate, give back, and experience the joy of iLLUMINATE by Crossroads—where every light shines with a purpose.