



FOR IMMEDIATE RELEASE

Contact: Rachel Snyder, 212.447.5700 (ext. 204)

Ethel M Chocolates Kicks Off the Holiday Season in the Vegas Valley with Over a Million Lights at 26th Annual Cactus Garden Lighting Event

Over 4,000 locals and visitors joined the celebration; Included special guest appearances and performances by Nevada Governor Steve Sisolak, Santa Claus, Nevada Ballet Theatre and Strip headliners Mat Franco, Elvis Presley's Heartbreak Hotel, Murray SawChuck, Celestia and George Wallace.

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HENDERSON, Nev. (Nov. 6, 2019) – A long-standing tradition in the Vegas Valley, Ethel M Chocolates kicked off the holiday season last night at the 26th Annual Cactus Garden Lighting Event. Over 4,000 locals and visitors attended the event, where they were treated to an all-star lineup of appearances and performances by local middle and high school choirs, Governor Steve Sisolak, Nevada Ballet Theatre, Las Vegas Strip headliners and Santa Claus. The event also collected donations of toys and food to assist local charities HELP of Southern Nevada and Three Square Food Bank.

Hosted by popular **radio/TV personality, Mercedes Martinez**, the evening began with a holiday medley performed by **Coronado High School** and **Schofield Middle School choirs**. After the festive performance, Mercedes was joined on stage by **Governor Sisolak**, who wished revelers happy holidays. Next, **magician Mat Franco** joined Mercedes and spoke to the impact the event has had in the community through its involvement with local charities HELP of Southern Nevada and Three Square Food Bank. Later in the program, guests enjoyed exciting performances by:

- **Elvis Presley's Heartbreak Hotel**, performed Here Comes Santa Claus, Heartbreak Hotel and Viva Las Vegas
- **Magician Murray SawChuck**
- **Cast members from Celestia**

Santa Claus also made an appearance, spreading cheer and gifting prizes.

The 26th Annual Cactus Garden Lighting culminated with a spirited countdown to the illumination of the Garden with **comedian George Wallace**, Mercedes, Ethel M Chocolates' Lisa Vannerson and magician Murray SawChuck. Together, the group flipped the switch, turning on a million lights in the three-acre Cactus Garden as thousands looked on in awe and cheered to the official start of the holiday season in Las Vegas and Henderson.

After the lights were turned on, guests filled the flagship Factory Store and Cactus Garden, enjoying hot chocolate, delicious chocolate treats, holiday movies, food trucks, selfies and photos with Santa and the cast from Nevada Ballet Theatre's The Nutcracker.

Holiday Photos and Seasonal Hours

During November, guests are invited to visit and enjoy beautiful, professional photos taken by Cashman Photography. Capture the perfect post card moment with family and friends surrounded by the dazzling lights of the Holiday Cactus Garden as the backdrop from 5 p.m. to 9 p.m., Friday through Sunday. Photos will be available for purchase and pickup after the experience.

Additionally, throughout the season, guests can also enjoy photos with Santa and holiday movies in the Holiday Cactus Garden.

The Factory Store and Holiday Cactus Garden are open daily until 10 p.m. now through Sunday, Jan. 5. Additionally, the Factory Store and Holiday Cactus Garden are open until 8 p.m. on Christmas Eve, Dec. 24 and New Year's Eve, Dec. 31 and closed on Christmas Day, Dec 25.

Admission to Ethel M Chocolates Factory Store and Holiday Cactus Garden is free and open to the public. For more information, visit ethelm.com/holidaylights.

About Ethel M Chocolates

Ethel M Chocolates are manufactured by Mars Chocolate North America, dedicated to creating authentic chocolates with no artificial preservatives. Ethel M Chocolates are available in multiple locations throughout Southern Nevada, including the Ethel M Chocolates store inside the California Hotel & Casino in Downtown Las Vegas and McCarran International Airport at Gates C and D in Terminal 1 and Gates E in Terminal 3. Ethel M Chocolates are also available online at www.EthelM.com, by phone at 1-800-438-4356 and at their newly opened store and tasting room located at the Glendale Galleria in Glendale, California. Seasonal pop-up shops can also be found at the Beverly Center in Los Angeles and at Town Square Las Vegas. The Ethel M Chocolate factory, flagship store and Botanical Cactus Garden are located at 2 Cactus Garden Drive in Henderson. For more information on the Botanical Cactus Garden, events, store hours, locations and ordering products, please visit us online or follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About Mars, Inc.

Mars is a family-owned business with more than a century of history-making diverse products and offering services for people and the pets people love. With almost \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 85,000 Associates to create value for all its partners and deliver growth they are proud of every day.

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Media Contact:

BRAINTRUST

Rachel Snyder, 212.447.5700 (ext. 204) or 253.335.6474

Rachel.Snyder@braintrustagency.com

BRAINTRUST

Iolanda Focsa, 702.862.4242

iolanda.focsa@braintrustagency.com