



FOR IMMEDIATE RELEASE

Contact: Rachel Snyder, 212.447.5700 (ext. 204)

*****CALENDAR ALERT*** ***CALENDAR ALERT*** ***CALENDAR ALERT*****

**November 5: Kick Off the Holiday Season at the 26th Annual Ethel M Chocolates®
Cactus Garden Lighting Event**

WHAT: [Ethel M Chocolates](http://www.ethelm.com) will once again welcome thousands of guests to the **26th Annual Ethel M Chocolates Cactus Garden Lighting** on Tuesday, Nov. 5. The exciting event will showcase entertainment and over a million lights in the spirit of the season.

During the event — and through Jan. 5 — guests can wander through the Cactus Garden's picturesque winter wonderland, pose for the perfect holiday photo, try chocolate-dipped treats, shop for gifts and more.

The Cactus Garden Lighting will be hosted by Mercedes Martinez from MIX 94.1 FM's *Mercedes in the Morning* and will feature exciting entertainment and appearances by comedian George Wallace, magicians Mat Franco and Murray SawChuck, and casts of the hit shows *Celestia*, *Nevada Ballet Theatre* and *Elvis Presley's Heartbreak Hotel*.

The event is free and open to the public. Guests are kindly encouraged to bring a new, unwrapped toy donation to assist HELP of Southern Nevada or a non-perishable food item(s) for Three Square Food Bank, and will be entered to win one of several prizes, announced before the ceremony's end.

Additionally, guests can book a Chocolate Tasting Experience at Ethel M Chocolates. From now through the end of December, all tastings feature a complimentary bonus piece — the seasonal White Chocolate Pumpkin Spice Truffle. Each immersive experience lasts between 30 and 45 minutes at the Factory Store, where guests will learn how the chocolate is sourced, refined and produced, as well as how to identify the subtleties each flavor offers. Tastings are available with or without wine pairings.

Prices range from \$6 – \$25 per person

Occurs daily between 10 a.m. – 7 p.m.

For times and reservations, visit www.ethelm.com/tasting-room-experience

For more information about the Cactus Garden Lighting, visit www.ethelm.com/cactus-garden-lighting.

WHEN: **26th Annual Cactus Garden Lighting Event**
Tuesday, Nov. 5

Entertainment from 5 p.m. – 7 p.m.
Holiday Lights and Factory Store will be open until 10 p.m.

Cactus Garden Holiday Lights

Tuesday, Nov. 5 – Sunday, Jan. 5

5 p.m. – 10 p.m.

Closed Christmas Day – Dec. 25

Open until 8 p.m. on Christmas Eve – Dec. 24 and New Year’s Eve – Dec. 31

Ethel M Chocolate Tasting Experiences

Tuesday, Nov. 5 – Sunday Jan. 5

10 a.m. – 7 p.m.

WHERE: Ethel M Chocolates Factory Store & Cactus Garden
2 Cactus Garden Drive
Henderson, NV 89014

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.

For more information about Mars, please visit www.mars.com. Join us on Facebook, Twitter, LinkedIn, Instagram and YouTube.

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