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BEVERLY HILLS AND THE ICONIC RODEO DRIVE GO BOLD FOR THE SECOND ANNUAL HOLIDAY SEASON

Get ready for the holidays with #BOLDBH events and a spectacular Holiday Lighting Celebration



BOLD Holidays on Rodeo Drive 2017

Photo credit: Beverly Hills Conference & Visitors Bureau

(BEVERLY HILLS, CA; November 1, 2018) - The second annual BOLD Holidays campaign kicks off on November 15 from 5:00 - 8:30 p.m. with the highly anticipated Rodeo Drive Holiday Lighting Celebration. This multigenerational event is brought to you by the Rodeo Drive Committee in partnership with the City of Beverly Hills, Beverly Hills Conference & Visitors Bureau and Beverly Hills Chamber of Commerce. The event will be hosted by TV and social media personality Dawn McCoy. The festivities will include live music from electro hip hop violinist and *America's Got Talent* contestant, Svet, and a specially curated 20-piece #BOLDBH band which will be playing a mix of holiday classics and decades hits. Also included will be a dramatic unveiling of the lighting and décor featuring a newly revealed holiday social art installation as well as the debut of artist Alexa Meade's solo exhibition at 262 North Rodeo Drive which will be open to the public daily (closed Thanksgiving Day) until December 23. Rounding out the evening will be a champagne garden, delicious food trucks, a robust fireworks show and more!

The BOLD Holidays celebrations will continue every Friday and Saturday evening between 5 p.m. - 8 p.m., from November 16 - December 22 on the 200, 300 and 400 blocks of Rodeo Drive as well as throughout the city. The streets will come alive once again with experiential



programming, beautiful lights and holiday cheer. Guests can enjoy later shopping hours from their favorite merchants while experiencing unforgettable holiday moments featuring larger than life #BOLDBH California snowballs, a live ice sculpting experience, an interactive peace wall, elegant ballerinas performing on top of grand pianos, contortionist fashion art coming to life on the street and much more!

Following her interactive BOLD Summer installations, Alexa Meade will transform the space on Rodeo Drive into a three-dimensional art installation that will appear to be two-dimensional when photographed. Visitors stepping into an immersive art exhibition will become part of the artwork as they don hand painted clothing and accessories. Meade, who has appeared around the globe creating special installations and most recently painted music superstar Ariana Grande in her latest music video, “God is a Woman,” will paint live models at the exhibition to augment the experience on November 15, November 30, and December 14.

BOLD Holidays will also feature the West Coast debut of [QuinCoach’s motorcycle coaches on December 14, 15, 21 and 22](#) (one featuring 50,000 sparkling crystals), the return of BOLD rides throughout Beverly Hills’ in exotic and luxury cars provided by [Midway Car Rental](#); live holiday music in [Beverly Canon Gardens](#) and holiday art walks lead by curatorial professionals. For more information, please visit lovebeverlyhills.com/boldbh.

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ABOUT RODEO DRIVE

Rodeo Drive is internationally recognized as the intersection of fashion and entertainment, an exceptional destination for both Southern California residents and visitors from around the globe. More than 100 distinguished retailers help create an unparalleled atmosphere only found on the three blocks of this famed drive. In addition to the Rodeo Drive BOLD Campaign, Rodeo Drive also hosts distinguished events throughout the year, including Runway to Rodeo, Rodeo Drive Concours d’Elegance, Celebrating Over 50 Years of Luxury®, the BOLD Summer campaign and many more! For more information about Rodeo Drive, please visit www.rodeodrive-bh.com.

ABOUT BEVERLY HILLS

Beverly Hills is one of the world’s most sought-after locales. Centrally located in greater Los Angeles, Beverly Hills is a premier holiday and business travel destination, with beautiful weather year-round, acclaimed full-service and boutique hotel accommodations, superb dining, and unrivalled shopping. Synonymous with Hollywood glamour, Beverly Hills enjoys an international reputation as the home and playground of A-list movie stars. The city is not only known worldwide for its grand mansions and chic shops along Rodeo Drive, but also for its multitude of art and architecture, spas and salons, and exceptional walkability. Learn more at lovebeverlyhills.com or on [Facebook](#), [Twitter](#) and [Instagram](#).