



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

Contact:

Ted Ballweg
Assistant Center Manager – Sales & Marketing
(608) 267-3991
ballweg@alliantenergycenter.com

**-FOR IMMEDIATE RELEASE-
AUGUST 2007**

EXHIBITION HALL TO HOST ULTIMATE HOLIDAY SHOPPING EXPERIENCE

MADISON, Wis. – The ultimate holiday shopping experience is coming! Alliant Energy Center is proud to host The Madison Holiday Market presented by Madison Ballet on November 2-4, 2007 in Exhibition Hall.

As the first of its kind in this area, this event should draw over 10,000 people with their holiday gift lists in hand. Between 100-200 vendors will offer an array of unique items including home décor, apparel, accessories, jewelry, novelties, pottery, gourmet food, toys, and much more. Forget mass produced items because merchants will include high quality national artisans and crafts people with unique handmade niche products, locally owned specialty stores, resort community gift shops and major household names you can trust.



With so many products under one roof, who says you can't finish your holiday shopping in early November? And with price points ranging from \$3 - \$3000 you can decide what fits your budget from the great variety.

To ease shopping stress, shoppers receive an oversized shopping bag and booklet that describes each of the merchants and provides a cross-referenced map with locations of all merchants. Attendees can also take advantage of package check and delivery system to ensure their gifts get to their trunks safely. Performances by local choirs and holiday acts and quality food and beverage options in a bistro-type setting will satisfy your appetite and spread holiday cheer.

The Madison Holiday Market cannot be simply labeled as a craft fair, art fair or traditional non-profit fundraiser because it contains elements of all three. It is an event that offers unique retail items from local, regional and national merchants. The entire project is organized and run by the Friends of Madison Ballet with proceeds going towards Madison Ballet's scholarship and outreach programs that help bring the arts to children throughout South Central Wisconsin who would not typically have access to the arts.

Open to the general public, admission is \$5 on Friday and Saturday from 10 a.m. – 6 p.m. and Sunday from 10 a.m. – 3 p.m. The Madison Ballet and *Madison Magazine* are also holding a private "Sneak Peek" preview party for the Madison Holiday Market on Thursday, Nov. 1 from 7 p.m. to 10 p.m. at Alliant Energy Center. "Sneak Peek" guests will enjoy an exclusive shopping experience with complimentary specialty coffees, wines, hors d'oeuvres, desserts and music. Tickets are \$75 per person, which includes a *Madison Magazine* gift bag filled with goodies, complimentary parking and open admission to all three days of the Madison Holiday Market.

For further information on the Madison Holiday Market visit www.madisonballet.org. To find out more about events at the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

###

About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.