



BEVERLY HILLS AND THE INTERNATIONAL FASHION AND LUXURY  
DESTINATION RODEO DRIVE KICK OFF A MERRY AND BRIGHT HOLIDAY  
SEASON NOVEMBER 18, 2021

“HOLIDAY HELPERS” WELCOME ALL TO ANNUAL  
RODEO DRIVE HOLIDAY LIGHTING CELEBRATION AND AN EVENING OF  
PERFORMANCES

FIRST-TIME HOLIDAY COLLABORATION WITH THE WALLIS BRINGS *LOVE  
ACTUALLY LIVE* TO RODEO DRIVE

SPECTACULAR GLOWING REEDS AUDIO AND LIGHT SHOW AT THE LILY POND,  
A LARGER-THAN-LIFE ELF TREE AND LIGHT TUNNEL AT BEVERLY CAÑON  
GARDENS, SPARKLING STREET LIGHTS AND MORE THROUGHOUT THE  
HOLIDAY SEASON IN BEVERLY HILLS!



Rodeo Drive Holiday Lighting Celebration 2019, photo by Maya Myers, courtesy of the Rodeo Drive Committee.

(BEVERLY HILLS, CA, November 2, 2021) — **The City of Beverly Hills** and the **Rodeo Drive Committee** announced today details of a merry and bright holiday season designed to bring the community and visitors together and share in the spirit of giving and helping each other. Aided by festive **Holiday Helpers**—whimsical décor of glowing elves in silver and gold along Rodeo Drive—the season kicks off in sparkling style with the annual **Rodeo Drive Holiday Lighting Celebration**, a spectacular evening of performances and entertainment for all on November 18, 2021, from 5-8 p.m.

The renowned three-block stretch of Rodeo Drive will be activated with three exciting outdoor performance areas for a non-stop evening of entertainment including a live performance of a holiday classic from Richard Curtis's beloved holiday movie, *Love Actually* by an all-star cast performing on the occasion of Love Actually LIVE, the multimedia musical celebration taking place at The Wallis Annenberg Center for the Performing Arts in Beverly Hills (The Wallis); The Noelles, an all-female a cappella quintet with sparkling 60s style, who will dazzle guests with soulfully arranged tunes reminiscent of a bygone era; a special performance by 18-year old Gabriella Valdes, better known as *Vella*, whose latest release “Blue” features Macy Gray; the award-winning Skating Aratas, who will delight visitors on the sidewalk with their roller-skating; and an awe-inspiring balancing act by America’s Got Talent winners Christian & Scooby, in which Christian Stoinev spotlights his beloved acrobatic chihuahua. Throughout the evening, as towering Christmas Tree Girls and oversized bicycles pass by, snap a photo with the Ice Queen and catch stilt performers in action as the Holiday Helpers save the night with holiday-inspired candies.

While the décor and entertainment are available free of charge to attendees, delicious food and wine will be available for purchase at the event, served from an array of food truck favorites and at the Wine & Champagne Garden provided by 208 Rodeo—and all this before the arrival of Santa Claus with his Holiday Helpers on a vintage 1920s Beverly Hills fire truck. The evening will be capped by **Beverly Hills Mayor Bob Wunderlich** and fellow Beverly Hills City Council members, who will illuminate the length of Rodeo Drive with an abundance of lights before a glittering finale of fireworks.

Continuing a long tradition of immersive holiday decor, Rodeo Drive will be transformed along its center median from South Santa Monica Boulevard to Wilshire Boulevard by the shining Holiday Helpers and two larger than life luxury car decorations with beautifully-wrapped packages flowing from the back on sparkling red platforms. Wrapped in magical white miniature lights, the palm trees along the legendary thoroughfare will be a-glow with oversized silver, gold and blue holiday ornaments, and dripping raindrop warm, white lights on their fronds. Embellished ornament ball garlands with complementary-colored wreaths will complete the look.

“We need to be together again and celebrate with each other. The holidays are the perfect time to share our gratitude for those who have got us through challenging times,

and thanks to our Holiday Helpers, everyone will be welcomed to a sparkling evening of outdoor entertainment and be among the first to see our holiday lights,” says **President of the Rodeo Drive Committee, Kathy Gohari.**

“We are thrilled to welcome visitors and residents back to our holiday celebration that we missed last year due to the pandemic,” said Beverly Hills Mayor Bob Wunderlich. “We’ve been anxiously waiting for our festivities to return and for families to once again enjoy the holiday season that is truly magical in Beverly Hills.”

The holiday festivities will continue across the City from November 18 through January 1, 2022 with the following installations available for viewing nightly: a spectacular Glowing Reeds Audio and Light Show at the Lily Pond, a larger-than-life Elf Tree and Light Tunnel at Beverly Cañon Gardens, sparkling street lights overhead, and more.

The health and safety of visitors and the community remains a priority. **All visitors to the Rodeo Drive Holiday Lighting Celebration are required to wear a mask and maintain social distance. For those that are not able to attend in person, you may watch a LIVE Stream of the final hour of performances including Santa’s arrival and the fireworks from 7p.m. – 8p.m. viewable at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) or on Cable TV Channel 10 for those within the City limits of Beverly Hills.**

**To learn more and view the holiday décor map, visit [beverlyhills.org/holidaysbh](http://beverlyhills.org/holidaysbh).**

*The Rodeo Drive Holiday Lighting Celebration* is produced for the Rodeo Drive Committee by J. Ben Bourgeois Productions, Inc.

**Celebrate the holidays together:**

@rodeodrive  
@lovebevhills  
@cityofbevhills  
#onlyonrodeo  
#HolidaysBH  
#LoveBevHills

**High-resolution images of the November 18 Rodeo Drive Holiday Lighting Celebration will be available after the event.**

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## **EDITORS 'NOTES**

### **About Beverly Hills**

Beverly Hills is one of the world's most exclusive 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 unparalleled 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 architectural destinations, spas and salons, and exceptional walkability. Learn more at [lovebeverlyhills.com](http://lovebeverlyhills.com) or on [Facebook](#), [Twitter](#) and [Instagram](#).

### **About Rodeo Drive**

Rodeo Drive is the iconic, international luxury destination renowned as an unparalleled center for fashion and culture. Located in Beverly Hills, celebrated as the most glamorous city in the world, the famed palm-dotted three blocks of Rodeo Drive are home to more than 100 of the world's most distinguished global brands, with buildings designed by notable names in design and architecture. Rodeo Drive hosts a vibrant program of tailored, annual events welcoming Southern California residents and international visitors to discover and enjoy exceptional savoir-faire, craftsmanship, and new experiences in fashion, contemporary art and culture. For more information about Rodeo Drive, please visit [www.rodeodrive-bh.com](http://www.rodeodrive-bh.com) and [Instagram](#).

### **About the Rodeo Drive Committee**

The Rodeo Drive Committee was founded in 1977 and incorporated in 1982 as Rodeo Drive, Inc., a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

### **About J. Ben Bourgeois Productions, Inc. (JBB)**

JBB is LA's leading event production firm, which is behind many notable art and cultural events and happenings including the openings of The Broad Museum, The Wallis Annenberg Center for the Performing Arts, LACMA's Resnick Pavilion and BCAM and events for the Getty Center. JBB has been in business since 1991, when founder and president J. Ben Bourgeois started the company and quickly found himself amongst the premiere event producers in Los Angeles. From the start, JBB has offered experience, style and inventiveness, pairing elegant sophistication with event specific demands. JBB has been commissioned to produce events nationally and internationally to include in France, Italy, Japan, Mexico, Brazil, Morocco and Spain. JBB's experience in LIVE event production ranges from award shows to premiere and launch events, sporting events to live concerts, and art and cultural galas and fundraisers.

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