

# LIGHTS

through  
LOWELL

## A COMMUNITY-WIDE HOLIDAY LIGHTING EVENT

Residents and Businesses

Lowell area residents and businesses are invited to participate in the 2023 Lights Through Lowell, a community-wide holiday lighting event to benefit youth services programs through the Lowell Rotary Club\*. Lowell Light & Power will make a \$20 donation (up to \$1,000) to the Lowell Rotary Club for each address entry!

### DETAILS

- Participants must have a Lowell area address and register by November 27 at [www.discoverlowell.org/lights-through-lowell](http://www.discoverlowell.org/lights-through-lowell).
- Exterior lights/display should be up by December 1. Display must be visible from the road.
- Lights Through Lowell online map is available by December 1.
- Participants agree to have their decorations/lights turned on from 6-9pm (minimum) December 1-24, 2023. Public voting period for Whoville People's Choice Award is December 1-14, 2023
- Awards announced the weekend of December 15-17.
- By registering, your physical address will be listed on an interactive map that will be distributed to the public.
- Homes or businesses decorated by paid professionals are welcome to enter but are not eligible for awards.
- Participants may not win two years in a row. However, previous winners are always welcome to enter.

**JOIN THE NICE LIST!** Every residential entry will be put on the "Nice List" and entered for a chance to win \$100 in Lowell Buck\$. No display is too big or too small. Sponsored by Betten Baker.

### AWARDS

- Clark Griswold Award – An "over the top" light display that can be seen from outer space. Tiebreakers will be decided by the fastest spinning power meter. Sponsored by Lowell Light & Power. (Disclaimer: Lights not actually judged from outer space!) \$100 award value.
- The Whoville People's Choice Award – Voted by the public, this award will recognize the address decked out with all the presents, ribbons and wrappings... snof, fuzzles, tringlers and trappings. Sponsored by King Milling. \$100 award value.
- The 34th St Classic Christmas Award – A simple traditional light display with an elegant classic look – Sponsored by Lowell Rotary Club. \$100 award value.
- The 12 Days of Christmas Business Award – We count down the final shopping days of the year with drummers drumming, ladies dancing, swans a-swimming, and more. Use your street front window(s) to join in the fun! Sponsored by the Lowell Area Chamber of Commerce. \$100 business promotion on Facebook.
- Judging criteria includes originality, creativity, use of theme, and overall appearance.

\*The Rotary Club of Lowell currently has active EarlyAct groups at Alto Elementary and Interact at Lowell High School. These programs teach awareness and knowledge of our community and the world, while developing leadership skills and the Rotary model of "Service above Self". They also sponsor high school students to attend the annual Rotary Life Leadership conference.



## **Lights Through Lowell, Michigan, A Community-Wide Lighting Event – 2023 Official Rules**

The act of entering this event constitutes acceptance of the Contest rules and regulations and all decisions of the Planning Committee and its agents. The planning committee is represented by Lowell Light & Power, Lowell Rotary Club, and the Lowell Area Chamber of Commerce, of Lowell, Michigan.

To be eligible, entrants must register through [www.discoverlowell.org/lights-through-lowell](http://www.discoverlowell.org/lights-through-lowell), providing a name, physical address, and an email address. Email address will not be made public.

We encourage entrants to have their Christmas lights turned on December 1–24, 2023, to coincide with the voting period and for general viewing.

All entrants hereby consent to the use of his or her name and/or photos of their lighting displays to be used for promotional purposes by the Committee without prior notice or additional compensation. Contest participants waive any and all rights relative to the collection or use of personal information related to this event or future *Lights Through Lowell* events.

Property owners and/or residents may enter their property; however, there is a limit of one entry per property.

Entries must be within the Lowell, Michigan, zip code of 49331, and/or the Lowell Area School district of Michigan.

At the end of the Contest, all entries will be reviewed for compliance with these official rules and the winners will be based on the number of likes and/or votes determined by the voting system.

Participants may not win a Lowell holiday lighting contest two years in a row.

Homes or businesses decorated by paid professionals are welcome to enter but are not eligible for awards.

Public votes may be placed from December 1–14, 2023. Likes/votes will be counted on December 15, 2023.

Voting will close at the end of the day, 11:59 pm Eastern, on December 14, 2023.

The winner will be announced during the weekend of December 15-17, 2023, via social media.

All awards must be accepted as awarded with no substitutions and have no cash value.

There will be four categories – one business category and three residential categories.

Decorations and displays should be “family friendly.” No crude decorations, political, hate speech, or messaging that discriminates against race, age, color, sex, national origin, physical or mental disability, religion, or other classifications protected by federal and state law. We reserve the right to remove participants from the event map and/or location listing for any reason without notification.

The Committee, in its absolute discretion, reserves the right to make substitutes of equivalent kind or value in the event of the unavailability of any component of the award for any reason whatsoever.

All decisions of the Committee and its agents are final.

The Committee reserves the right to discontinue the Contest or alter the rules at any time and without notice to contestants.

By accepting the award, the winner agrees to hold the Committee and its respective directors, officers, employees, and agents harmless against all claims and liability arising out of the use of the award. Winners assume all liability for any injury or damage caused or claim to be caused by participation in this promotion or use or redemption of any award.

By participating in this promotion, entrants participate at their own risk and agree to be bound by the official rules and the decisions of the Committee.

This Contest is subject to all applicable federal, provincial, and municipal laws. These Contest rules are subject to change without notice to comply with any applicable federal, provincial, and municipal laws or the policy of any other entity having jurisdiction over the Committee.