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FOR IMMEDIATE RELEASE

EVENT ADVISORY

12/12/17

WHO/WHAT: Lift Community Weekend — Jax Beach Arts Market, PLAY SPACE and Lights

The fourth weekend of JBDC will focus on children and the arts. The weekend will feature the Jax Beach Winter Arts Market showcasing local artists and craftsmen; PLAY SPACE presented by The Playgarden by the Sea offering fun, educational activities for kids; more than 40 decorated lifeguard chairs on display; and, the CREATE JOY Light Show. On Sunday evening, Lifeguard Station tours will be available and food trucks will be onsite.

WHEN: Saturday, 12/16 and Sunday, 12/17

10:00 a.m. to 4:00 p.m.— Jax Beach Winter Arts Market
2:00 p.m. to 8:00 p.m. — PLAY SPACE by The Playgarden by the Sea
6:00 p.m., 7:00 p.m., 8:00 p.m. & 9:00 p.m. – CREATE JOY Light Show

WHERE: Latham Plaza and Seawalk Pavilion in Downtown Jacksonville Beach

BACKGROUND: Jacksonville Beach Deck The Chairs (JBDC) is an annual lighted sculptural exhibit using the iconic chairs of The American Red Cross Life Saving Corps. Marking its fifth year in community service, JBDC gathers community to decorate and display the Beaches lifeguard chairs during the month of December to promote local business, instill public pride, and share cultural diversity through creative expression. Free and open to the public, the light display aims to provide a wholesome and festive downtown during the holidays. All net proceeds from JBDC will benefit the historic Volunteer Life Saving Corps of Jacksonville Beach. Deck The Chairs, Inc. is a 501(c)(3) Public Charity. Visit deckthechairs.org to learn more.

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IMAGE: BEAM's "Lift Community" Chair at JBDC 2017