



THE DISTRICT

CRYSTAL RIVER OUTFITTERS RECREATIONAL DISTRICT

PO Box 220 Glen Arbor, MI 49636 231.334.4420 www.crystalriveroutfitters.com

FOR IMMEDIATE RELEASE

Media Contact: Kait Springsdorf, Crystal River Outfitters Recreational District
kait@crystalriveroutfitters.com

Crystal River Outfitters Recreational District Hosts Third Annual Strolling Lights Festival

The Crystal River Outfitters Recreational District is excited to kick off the holiday season in Glen Arbor with this fun, family-friendly event. The event is a great way for families, friends, teams, businesses and organizations to express their festivity, all while supporting a great cause! Whether highlighting your favorite thing to do in Michigan, representing a family tradition, or supporting a cause, each tree is a blank slate.

This year, the cause is near and dear to the hearts of the customers and team of the Crystal River Outfitters Recreational District. If you have been in Coastal, Crystal River Outfitters and The Cyclery and have admired the amazing selections that we offer, a LARGE majority of this work is owed to our own Kelly Florip, our Crystal River Outfitters Recreational District Lead Buyer. She is constantly working her magic to ensure that our products and stores are ready to go and looking their best.

In August she was diagnosed with breast cancer for the second time in her life and has a major journey ahead of her with treatment and travel for this treatment. Kelly and her husband Nick also have two young girls Mabel & Mylah. Kelly is a ray of sunshine and a rock in our community. Therefore, this year the proceeds from The Strolling Lights Festival will benefit Kelly Florip & her family to help with medical and travel expenses needed for her care.

To sponsor a tree the cost is \$150 per sponsored tree with proceeds going towards Glen Lake Schools on behalf of the Kelly Florip Family.

Twenty pre-lit trees will be placed around The District By November 17th. Sponsoring groups and families must provide the decorations and have until November 25th to decorate it. After that, trees will be on display for the public to admire through the new year!

Additionally, if you would just like to donate to the Kelly Florip Family, you may donate to the "District Giving Tree". An ornament will be placed on the tree in your name.

To sponsor a tree or just make a donation, visit www.crystalriveroutfitters.com and click on Strolling Lights Festival.

To Visit the Strolling Lights Festival:

The Crystal River Outfitters Recreational District is open daily throughout the holiday season for free viewing of the trees. Additionally, on November 25th, Santa will be on the M22 Glen Arbor Wine Patio from 11-1 to meet your kids, hear their holiday wishes and pose for family pictures. There is no cost to attend this and all are welcome!

If you have any questions, please email Kait Springsdorf at kait@crystalriveroutfitters.com

###

The Crystal River Outfitters Recreational District is located on M22 in downtown Glen Arbor and comprises Crystal River Outfitters, The Cyclery, M22 Glen Arbor & Coastal.