

# Announcement of NoogaLights at Chester Frost Park's Opening Night Coming Soon

Hixson, Tennessee  
November 1, 2022

## For Immediate Release

Soon Santa Claus will be coming to town, and NoogaLights is too! On November 14th, NoogaLights at Chester Frost Park will be opening the gates for cars filled with festive friends and families to enjoy a ride through a sparkling holiday lighting extravaganza.

## Experience the Island of Lights

The drive thru Dallas Island, illuminated with lights and billowing with fog, is approximately a half-hour long through a mile and a half of spectacular exhibits. The experience is only \$30 per car. **An important note: tickets are only available online, no cash or credit cards will be accepted at the gate.** Additional information (also present on the "Info" graphic attached to your email) includes:

- **Location:** Dallas Island, our Island of Lights inside Chester Frost Park
- **Dates:** November 14 - December 31, open on Thanksgiving, closed on Christmas Day
- **Hours of Operation:** 5:30 pm to 9:00 pm, Sunday - Thursday & 5:30 pm to 10:00 pm Friday and Saturday

## What Sets NoogaLights Apart?

With many options in the Scenic City for ways to share the holiday spirit, why should Chattanooga include NoogaLights in their plans?

- These aren't yard lights, these are hi-tech, professionally produced light exhibits including a tunnel of over 8,000 individually programmed pixels and 125 arches, a 20-foot by 36-foot flag to honor our country, and so much more.
- The exhibits might be world-class, but NoogaLights is your neighbor. [The local business](#) and its owner, John Hausteine, have been lighting municipalities, commercial campuses, HOAs, and educational institutions for years, creating career opportunities for our home.

- Tickets are general admission and make excellent giveaways. Employers, club owners, local leaders, and anyone else can [receive a discount](#) when buying in bulk and even have their organization's logo added to the ticket cards.

## Weekly Giveaways

Speaking of giveaways, there is a weekly drawing for free tickets! Interested individuals simply need to visit [the Facebook event](#) for NoogaLights at Chester Frost Park and RSVP as "interested." This will count as an entry for a chance to win a free drive-thru ticket! Winners will be selected weekly, from the event's first week through the last.

Also, on Monday nights, all visitors will receive free diffraction glasses, sponsored by [Mint Dental](#). These spectacles use a special lens to diffract light into a multitude of rainbows, providing an enhanced experience for anyone looking to see the holiday lighting spectacular in a new... light!

## NoogaLights Gives Back to the Community

Each night of NoogaLights, food barrels can be found alongside the entrance line at Chester Frost Park. [LOCAL 3](#) has partnered with us in hosting this food drive to support the [Chattanooga Area Food Bank](#).

Similarly, each Wednesday night supports non-profit organizations here in Chattanooga. \$5 from each Wednesday admission goes directly to the [Humane Educational Society](#), [Northside Neighborhood House](#), and [Bethel Bible Village](#). Our hope is that attendees will join us in ensuring the most wonderful time of the year is wonderful for everyone.

## Made Possible Thanks to Chattanooga Businesses

We cannot thank our sponsors enough, including [Mint Dental](#), [Tri-State Outdoors](#), [The Paula McDaniel Group](#), [USRA](#), and [Riverworks Marketing](#), as well as our partnerships with [Komatsu](#), [Dallas Bay VFD](#), and [LOCAL 3](#).

Businesses in Chattanooga have always been supportive of one another. In fact, it's one of the things that makes our city great. We all know that when one business succeeds, we all succeed. That's why we are constantly working to help each other grow and thrive. We promote each other's products and services, and we are always quick to offer advice and assistance. We know that a strong business community is essential for the success of our city, and we are proud to be part of it. When businesses in Chattanooga succeed, we all succeed.

For additional information on NoogaLights at Chester Frost Park, please see our website @ [www.noogalights.com](http://www.noogalights.com) or email [marketing@noogalights.com](mailto:marketing@noogalights.com).