



PRESS RELEASE

City of Los Alamitos
Contact: Recreation and Community Services
(562) 430 – 1073
Released 12/12/23

Winter Wonderland Recap

The 12th annual MemorialCare Miller Children’s & Women’s Hospital Long Beach Winter Wonderland event occurred on Saturday, December 2, 2023 from 4 p.m. to 7:30 p.m. The City of Los Alamitos Recreation and Community Services Department organized this spectacular event with support from MemorialCare Miller Children’s Women’s Hospital Long Beach as the Title Sponsor and Universal Waste Systems as the Presenting Sponsor. The main event location was on the strip of Pine Street between Katella Avenue and Florista Street, with a walkway to St. Isidore Historical Plaza, which hosted additional family-friendly activities.

This year’s event welcomed over 6,000+ attendees. It featured a full schedule of stage performance acts, snow play area, a free ice-skating rink, a beverage garden, tree lighting, large, illuminated holiday backdrops, food vendors, inflatables, a family craft area, and a sensory calming area. Thanks to the seven sponsors, this magical event brought families together to enjoy a largely free event.

Title Sponsor:

- MemorialCare Miller Children’s & Women’s Hospital Long Beach

Presenting Sponsor (Free Snow Play Area):

- Universal Waste Systems

Presenting Sponsor (Free Ice-Skating Rink):

- Southland Credit Union

Community Sponsors:

- Los Alamitos Medical Center
- US Bank
- Wicorek Family

Recreation Staff, alongside contracted vendors, diligently assembled all the necessary pieces before the event started at 4 p.m. Pine Street was lined with 31 vendor booths and six delicious food vendors participated in this year’s event.



Non-profit Organizations:

- Boys and Girls Club of Greater Anaheim-Cypress
- Children's Burn Foundation
- Kiwanis Club of Los Alamitos
- Gather Church
- Neighborhood Church
- Orange County Fire Authority
- Precious Life Shelter

Food Vendors:

- Domino's Pizza
- Codash Kettle Corn
- Kona Ice of Cypress
- Pooka's Eats
- St. Isidore Historical Plaza
- Kiwanis Club featuring Funnel Cakes

Other Vendors:

- Amo Marketing
- Bethlehem Lutheran Church
- Braithwaite Chiropractic
- Center Plaza Dentistry
- Crystalline Rose
- Costco Wholesale
- Daniel D. Wicorek
- Dignity Memorial
- Farm Fresh Home Foods
- Financial Partners Credit Union
- Farrshire Games
- Glowaki Chiropractic
- GS Glonics Incorporated
- Kaleo Marketing
- Los Al Child Development
- LR Wall Art
- MemorialCare
- Orange County Registrar of Voters
- Seastar Pediatric Dentistry
- SkyZone Cerritos
- Southland Credit Union
- US Southwestern Falun Dafa Association
- Wendy's
- Yoga Six of Cypress
- Los Alamitos Recreation & Community Services Information & Sales Booth



- Los Alamitos Development Services
- Los Alamitos Police Department

Limited public parking was available at the event site, with additional free parking at the Los Alamitos Medical Parking Structure. After a short, brisk walk from the parking structure, families were met with the first activity at St Isidore Historical Plaza. The plaza extended the main event area and served as Santa's Village, complete with large snow play areas and photo opportunities with Mr. and Mrs. Clause. From here, A large, illuminated ornament immersed participants in the holiday joy and guided them through the US Bank Parking to the performance stage on Pine St.

A monumental holiday banner advertising the event lined the back of the stage, captivating every adult and child and helping detract from the busy Katella Avenue directly behind it. A fully booked, comprehensive list of entertainment acts allowed people to enjoy a show at any time during the entire event. The Los Alamitos Parks Recreation and Cultural Art's Commission kicked off the stage lineup of 12 groups, primarily local school choirs and bands.

Performance Groups:

WINTER
Wonderland

My City ♥ My Los Al

STAGE TIMELINE

4:00 pm	Parks Recreation & Cultural Arts Commission Welcome
4:05 pm	Lil' Oak Preschool Program
4:15 pm	Impact Dance Center
4:30 pm	Weaver Elementary
4:45 pm	Lee Elementary
5:00 pm	Los Alamitos Elementary Choir
5:15 pm	City Council/Sponsor Announcements & Tree Lighting (with performance by Los Alamitos Elementary Choir)
5:30 pm	Rossmoor Elementary
5:50 pm	Mr. Markus' Music Show
6:10 pm	Hopkinson Elementary Choir
6:30 pm	MyArt's Showcase Troupe
6:50 pm	Onstage Dance Center
7:05 pm	Rise Up Athletics
7:15 pm	Oak Jazz Band



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Halfway through performances, a few dignitaries took the stage to celebrate the annual City of Los Alamitos Tree Lighting. Mayor Tanya Doby was at the helm, shared a few warm remarks, and invited the crowd to count down the magical moment with her. The crowd sat in awe as the mesmerizing 24-foot tree glistened and filled the now dark sky with radiant light. The Los Alamitos Elementary Choir sang one last song to reinvigorate the area with holiday spirit, joining Mayor Doby on stage included Los Alamitos Joint Forces Training Base LTC Daniel Fox, Mayor Pro Tem Jordan Nefulda, Councilmember Shelley Hasselbrink, Councilmember Emily Hibard, and Councilmember Trisha Murphy, event sponsors, and spectators.

For those adults looking to take a break from the performances, a cup of joy awaited them at the beverage garden. The Los Alamitos Community Foundation provided delicious adult beverages and a few lawn games to help pass the time. All proceeds go towards the Los Alamitos Community Foundation fund, which helps support and enhance City of Los Alamitos programs and services to enrich the lives of people in Los Alamitos.

As participants made their way down Pine Street, the first thing they would make eye contact with would be the enormous, towering “Winter Wonderland” light-up display serving as an archway for participants to walk through. After spending a considerable amount of time staring at the display, attendees could continue making their way to one of the many food and information booths available. Each booth provided its unique services as well as many opportunities to win small prizes. The Recreation Staff also set up a special Sensory Activity space to give participants a break from the potentially overstimulating distractions throughout the event. Event participants could continue to the all-new ice-skating rink sponsored by Southland Credit Union. Reservations were required to ensure all participants on the rink had an opportunity to enjoy the space offered. Unsurprisingly, reservations sold out extremely quickly as they were completely free, including free skate rentals. While waiting for their reservations, kids also had the opportunity to warm up at the free moon bounces available nearby. St. Isidore Historical Plaza hosted the snow sledding sponsored by UWS, Mobile Recreation area, and Santa’s Village.

Winter Wonderland proved to be yet another successful hit with its increased attendance thanks to the return of many favorite attractions and new ones. The City of Los Alamitos Recreation and Community strives to continue providing high-quality events for the community year-round. Keep an eye out for next year’s events for more thrilling family friendly adventures.



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For more information about upcoming events and programs, please visit www.cityoflosalamitos.org/recreation or contact the Recreation and Community Services Department at (562) 430 – 1073.

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