



CONTACT: Debra Gunn Downing  
[liddanel@southcoastplaza.com](mailto:liddanel@southcoastplaza.com) | 714.435.2051

## **SOUTH COAST PLAZA TO UNVEIL THE PAVILION OF HOLIDAY TREES**

### **Decorated Trees on View Nov. 14-Dec. 4 to Raise Funds for Arts Institutions**

**COSTA MESA, Calif.** (October 2020) – South Coast Plaza ushers in the season of giving with the first annual Pavilion of Holiday Trees, a spectacular exhibit and auction Nov. 14- Dec. 4 featuring more than 30 one-of-a-kind trees decorated by Southern California, national and international nonprofit arts institutions.

Prominent arts institutions participating in this charitable event include the Los Angeles County Museum of Art, Segerstrom Center for the Arts, South Coast Repertory, The Colburn School, and more.

American Friends of the Louvre (AFL), Lang Lang Musical Foundation (LLMF) and The American Dance Movement will showcase specially designed trees. The AFL tree will feature decorations inspired by the *Mona Lisa* and other works of art at The Louvre, while the LLMF ornaments will include signed piano keys.

Some tree ornaments will include valuable gifts such as VIP tickets, fine dining gift cards and complimentary subscriptions. The holiday trees will be on view for free to the public 11 a.m.-7 p.m. from Nov. 14 to Dec. 4 at The Pavilion, an open-air space at South Coast Plaza's north parking structure. COVID-related safety measures will be observed at The Pavilion and throughout South Coast Plaza. Whether or not they attend in person, the public will have an opportunity to bid on the trees in a charity auction at [SCPARTS.givesmart.com](https://SCPARTS.givesmart.com), with 100 percent of the proceeds benefiting the corresponding organization. The trees will be delivered to the winners in time for holiday celebrations.

"The arts have the power to provide a respite and lift up people during challenging times," said Debra Gunn Downing, spokeswoman for South Coast Plaza. "Now more than ever, arts organizations need our help as they cope with the profound impact of the pandemic. The Pavilion of Holiday Trees will be a joyful attraction that brings the community together for this important and timely cause."

South Coast Plaza will also present three awards for outstanding design selected by a panel of judges: \$2,500 for the third prize winner; \$5,000 for the second prize winner and \$10,000 for the grand prize winner. The winners will be announced on Dec. 4 in person at The Pavilion and on South Coast Plaza's social media.

The Pavilion of Holiday Trees reflects South Coast Plaza's longstanding tradition of arts philanthropy, including support for institutions such as Segerstrom Center for the Arts, Carnegie Hall, American Ballet Theatre, South Coast Repertory, Orange County Museum of Art, and more. The following organizations will decorate a holiday tree available for auction:

1. American Dance Movement
2. American Friends of the Louvre
3. American Orange County Chinese Federation
4. Ballet Pacifica
5. Beverly Sills Chapter, The Guilds of Segerstrom Center for the Arts
6. Boston Court Pasadena
7. Bowers Museum
8. The Center Docents, Segerstrom Center for the Arts
9. Center Stars Chapter, The Guilds of Segerstrom Center for the Arts
10. Chance Theater
11. Chinese American Museum
12. Colburn School
13. Deaf West Theatre
14. East West Players
15. Gay Men's Chorus of Los Angeles
16. Irvine Barclay Theatre
17. La Jolla Playhouse
18. Lang Lang International Music Foundation
19. Los Angeles County Museum of Art
20. Luminario Ballet of Los Angeles
21. Musco Center for the Arts
22. Newport Beach Film Festival
23. Orange County Museum of Art
24. Orange County Music & Dance
25. Orange County School of the Arts
26. Pacific Chorale
27. Pacific Symphony
28. Pageant of the Masters/Festival of Arts
29. Pas de Deux Chapter, The Guilds of Segerstrom Center for the Arts
30. PBS SoCal
31. Philharmonic Society of Orange County
32. Segerstrom Center for the Arts
33. Soka Performing Arts Center
34. South Coast Repertory
35. Vietnamese-American Arts & Letters Association

The Pavilion of Trees is produced by South Coast Plaza with Baruch/Gayton Productions.

Social Media: Follow South Coast Plaza at @southcoastplaza, #southcoastplaza #southcoastplazaarts