



For Immediate Release

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**PITTSBURGH FAMILY CREATES "SYMPHONY IN LIGHTS,  
WINS NATIONAL HOLIDAY DISPLAY CONTEST**

(Cleveland, Ohio – December 23, 2008) – Robert Cox doesn't just build Christmas displays for his 2,400-square-yard home in Pittsburg, Penn. He creates multi-media shows that belong on Broadway!

This year his innovation was music to the ears and Christmas candy to the appreciative eyes of Symphony in Lights judges, who named his Trans-Siberian Orchestra (TSO)-choreographed, 112-channel creation best in the country. It earned him an expense-paid New Year's weekend trip for two to Chicago to hear the musical group live at Allstate Arena, plus \$300 to spend at the Mall at Robinson, a regional Pittsburgh mall owned by Forest City Commercial Development, sponsor of the national holiday musical light show.

Cox synchronized 210,000 LED lights to the music of the Trans-Siberian Orchestra on his 60 x 40-yard lot (plus a little square footage from neighbors). He hooked up 112 circuits to accommodate the show, added 10 6 1/2 -foot evergreens, some reindeer, Mickey and Minnie Mouse, Winnie the Pooh and Tigger plus 45 colorful holiday characters. Then he broadcast the show on an FM station (so as not to disturb the neighbors) and greets visitors (from 200-2000 per night) personally, handing out candy canes and telling how he and his wife accomplished the feat. The Cox family pairs this gift to the community with a philanthropic mission – to collect donations for favorite

charitable causes. This year, they selected St. Jude Children's Research Hospital. Over the years, they've raised close to \$10,000 for the Children's Hospital of Pittsburgh.

Cox, a copier technician with Caltronics National, was inspired by his grandfather, who loved the holiday and created displays that, in his day, were cutting edge. Cox and his wife, Raquel, an esthetician, took the show to the next level, thanks to technology and Carson Williams, Robert's other inspiration. Cox saw what Williams had created at his Mason, Ohio-home, featured on YouTube, *The Today Show* and in a Miller Lite commercial.

Cox's first computerized Christmas display had a mere 75,000 lights and 45 circuits. In 2006, it grew to 175,000 lights and was a finalist in a KFC contest. Amazingly enough, Cox's neighbors don't object to the traffic, although when their own lights began blinking to the music, the electric company finally gave Cox his own transformer.

A panel of judges, including Forest City, Williams, John Carter, co-creator of Forest City's mall displays, fashioned after Carson's creation, and a representative of TSO, selected the winning entries. Twelve semi-finalist winners received prizes including a \$300 gift card to the Forest City center of their choice. Winning entries can be viewed on the Symphony in Lights Web site ([www.symphonynlights.com](http://www.symphonynlights.com)).

"We are extremely pleased with the number and creativity of the entries," said Jane Lisy, vice president of marketing, Forest City Commercial Management. We have created our own "Symphony in Lights" displays at three of our centers over the past three years. They are fun, entertaining shows that bring people of all ages together to celebrate the season. The contest, new this year, was a way for us to celebrate the efforts of everyone who creates their own innovative show."

### **About Symphony in Lights**

The first Symphony in Lights was created in Mason, Ohio, when holiday light hobbyist Carson Williams conceived a fantastically creative light show on his home, set to the music of TSO. It

made its way across the United States via the Internet and caught the attention of *The Today Show* and developer Forest City.

Forest City was so inspired by Carson's creativity, that the company partnered with Williams and brought in professional designer John Carter from Parker 3-D to create commercial-sized, choreographed lighting exhibits set to the music of TSO. Each show takes more than 75 people working in six states to help produce.

Thousands turn out each evening to see the shows at the three centers (Bolingbrook, Ill.; Denver, Col.; and Tampa, Fla.) which, when combined, feature:

- 750,000 energy-efficient LED lights
- More than 30 lighted trees ranging from four to 36-feet tall
- Over 100 lighted garlands totaling more than a quarter-mile in length
- 3,000 extension cords or 90,000 feet.
- More than 60 miles or 900,000 feet of electrical wire.
- 3,000 channels of computer programming

#### **About Trans-Siberian Orchestra**

"Trans-Siberian Orchestra was formed in 1996 by Paul O'Neill. Trans-Siberian Orchestra's sound is in a category all its own as they deliver music with great emotional impact, ultimately transcending artificial limitations, mixing classical, rock, Broadway and R & B and featuring the very best singers and musicians in the industry to bring each song to life. For information on this holiday season's concert tour and more, visit [www.trans-siberian.com](http://www.trans-siberian.com)."

#### **About Forest City**

Forest City Enterprises, Inc. is a \$10.9 billion NYSE-listed national real estate company. The Company is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States. For more information, visit [www.forestcity.net](http://www.forestcity.net).



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