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Redwood City Improvement Association Premieres New Magic Lantern 3-D Show: “Dia de los Muertos” on Sept. 29

- The San Mateo County History Museum will light up with a brand new Day of the Dead meets Halloween inspired video mapping display for the public to enjoy -

REDWOOD CITY, Calif. (September 17, 2015) – On Tuesday, September 29, the Redwood City Improvement Association, a non-profit community benefit district ran by a board of property owners, residents, community members and businesses, will release a new 3-D video mapping display, “Dia de los Muertos” for its weekly Magic Lantern 3-D Show sponsored by the Redwood City Parks & Arts Foundation and Climate Magazine. The display will be projected onto the San Mateo County History Museum Tuesday nights for two 15-minute shows. The public can come out to enjoy the free show on opening night at 8:00 p.m. and 9:00 p.m.

“One of Redwood City Improvement Association’s goals is to make Downtown Redwood City a desirable place for residents and visitors seven nights a week. We want people to come to our downtown, have dinner, go shopping, support our local businesses and then enjoy this show,” said Eric Lochtefeld, Redwood City Improvement Association’s President. “The Magic Lantern 3-D Show brings an entertaining attraction to our downtown and there’s no better place to host an event like this, than in the heart of our community—at our historic Courthouse Square.”

The new Magic Lantern 3-D Show: “Dia de los Muertos” is designed by world-renowned light show artist, Bart Kresa, who’s completed projects for Oprah Winfrey, Paramount Pictures, the Grammy Awards, HBO and more. The new display is inspired by the Halloween season and the Mexican holiday, “Day of the Dead.” The show consists of a five-minute pre-show, a five-minute video and a five-minute wind-down.

“The Magic Lantern 3-D Show is really a remarkable thing to see and it attracts all ages. There are people from all age groups that come out to enjoy the show and every week we see an increase in attendance,” said Lochtefeld. “We want to keep bringing creative events and attractions to Downtown Redwood City

to make our community even more vibrant than it already is.”

The Redwood City Improvement Association’s goal is to switch out the 3-D video mapping display every quarter, with the intention of producing shows long term. The “Dia de los Muertos” display will play on Tuesday nights until Thanksgiving; show times will change after opening night to 7:30 p.m. and 8:30 p.m. A list of additional show dates are below.

“Dia de los Muertos” Show Dates

Tuesday, October 6

Tuesday, October 20

Tuesday, October 27

Tuesday, November 3

Tuesday, November 10

Tuesday, November 17

Tuesday, November 24

For more information about the Magic Lantern 3-D Show or the Redwood City Improvement Association, please visit www.visitRWC.org or follow the association on Twitter @visitRWC and Facebook/Redwood City Improvement Association.

About Redwood City Improvement Association (RCIA)

The Redwood City Improvement Association (RCIA) was created in September 2014 as a non-profit 501(c)(3) corporation. The RCIA is a community benefit district ran by a board consisting of property owners, residents, community members and businesses. The board is responsible for making decisions in the areas of public safety, beautification, economic development, maintenance and promotions that are most beneficial for the community and its residents, while maintaining the culture and rarity of the downtown district. More information can be found by visiting, www.visitRWC.org or following RCIA on Twitter @visitRWC and Facebook/Redwood City Improvement Association.

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