

FOR IMMEDIATE RELEASE

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2025 Five Seasons Lights Welcomes Over 12,000 Visitors to McGrath Amphitheatre

Cedar Rapids, IA — The 2025 **Five Seasons Lights Presented by Farmers State Bank** wrapped up a successful holiday season, welcoming more than **12,000 visitors** to the free walk-through holiday light displays at the McGrath Amphitheatre.

Throughout the month, visitors from across the region gathered to experience the magic of the season, including festive light displays, visits with Santa, and a variety of special events. Despite periods of cold temperatures and inclement weather that resulted in a few closures, the community continued to show strong support for the beloved holiday tradition.

With the support of 20 local nonprofit organizations greeting guests and collecting goodwill donations, the event raised \$10,500. A matching contribution from QTS doubled the total community impact to **\$21,100**. Participating nonprofits included:

ASAC
Arc of East Central Iowa
Big Brother Big Sister
Bridgehaven
Catherine McCauley
Cedar Rapids Parks Foundation
Cedar Valley Habitat for
Humanity
CPU Class Fundraising
CPU Junior Post Prom
CR Pride

Dogs Forever
Eastern Iowa Arts Academy
Eastern Iowa Health Center
Families Helping Families
Freedom Festival
Hopeful Mama Foundation

Horizons
Matthew 25
Rockstar Cocker Rescue
Tanager Place



“Despite the cold and inclement weather that led to a couple of closures, the 2025 Five Seasons Lights was a success in bringing light and joy to the community,” Diane Smith, Director of Marketing & Ticketing. “Seeing families, friends, and visitors come together to celebrate the season made all the effort worthwhile.”

VenuWorks of Cedar Rapids is proud to present Five Seasons Lights as a free community event made possible through strong partnerships with the **City of Cedar Rapids** and the **Cedar Rapids Parks & Recreation Department**, along with the support of local business sponsors, including presenting sponsor **Farmers State Bank**.

2025 sponsors include:

Alliant Energy	Jason Smith Concrete Construction
Big Grove	Kurtz Autism Consulting & Social Coaching
Buildings On The Boulevard	Make-A-Wish
BWC Inc.	McGrath Dealership
Capital Sanitary	MidAmerican Aerospace
Cedar Rapids Downtown District	Nelson Electric
Cedar Rapids Tourism	NextEra
Crystal Group	Old Hickory Manchester
Eastbank Venue & Lounge	Pepsi
Eells & Tronvold Law Offices	Rapids
ESCO Electric	Renew Physical Therapy & Wellness
Farmers State Bank	Transamerica
Hawkeye Electric	UFG
Holmes Murphy	KDAT
HOTWORX Cedar Rapids, IA	KZIA
IBEW Local 405 LMCC	KCRG
ImOn Communications	3 V Racing
ITC Midwest	

Planning is already underway for the **2026 Five Seasons Lights Presented by Farmers State Bank**, and VenuWorks of Cedar Rapids is excited to continue growing this magical holiday tradition. The support of local organizations through sponsorships plays a vital role in making the event possible. Businesses or organizations interested in being a part of Five Seasons Lights are encouraged to reach out to info@creventslive.com for more information.

Five Seasons Lights has become a cherished holiday tradition in Cedar Rapids, providing a festive gathering place while giving back to the community through nonprofit support and charitable donations.

VenuWorks provides customized management solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, concessions, along with the booking and marketing of sports and entertainment events. VenuWorks of Cedar Rapids proudly manages the Alliant Energy PowerHouse, McGrath Amphitheatre, Paramount Theatre and ImOn Ice Arena.

