

## **For Immediate Release**

### **Entertainment Lighting Services Creates a Fairy-Tale Scene for Tales of Despereaux Premiere and Party**

*ELS Lights up the Arclight Hollywood Theatre and Hollywood Palladium for an Animated Celebration*

**Los Angeles, CA – January 8, 2009** – Entertainment Lighting Services, Inc. (ELS) was tapped by Universal Pictures to create a storybook wonderland for the release of the animated film, “The Tale of Despereaux” on Sunday, December 7, 2008. ELS provided a complete red carpet arrivals package for the film premiere at the Arclight Hollywood, and technically produced the after party at the Hollywood Palladium.

The exterior of the Arclight Hollywood was tented due to inclement weather. ELS worked with city officials on all permitting, and provided red carpet, branded signage, crowd control and a full press lighting package.

The after party took place at the recently renovated Hollywood Palladium. ELS worked hand-in-hand with event partners Universal Pictures, Angel City, Wolfgang Puck Catering and Kodak to produce a truly fairytale environment to celebrate the premiere of this animated film.

Lighting Designer Louis Mawcinnett worked with ELS to design a dramatic lighting palette to showcase the custom-made scenic elements. The centerpiece of the room was a soaring castle set piece, complete with a draped balcony. Each buffet station and bar featured towering storybooks, featuring images taken from the film. The room was ringed with two-story tall photographs from the film in gilded frames.

This event featured the latest addition to the massive stock of in-house inventory: Impression by Elation. This moving-head LED wash light offers outstanding light output and color mixing with low power consumption.

“We always look for new technology to help our clients achieve dynamic, “green” lighting for less time and money” said ELS Senior Production Manager Mary Pat Kasravi. “We are happy to now offer Impression by Elation. They provide great light output, while drawing a fraction of the power of traditional fixtures. They are lightweight and simple to set-up, which saves our clients time and money at the show site – and are a better choice for the environment.”

NBC Interactive and Kodak provided hands-on activities to keep the young audience engaged throughout the event. Nintendo Wii gaming stations featured the new “Tale of Despereaux” video game, and green screen photo spots allowed attendees to take home a keepsake photo with the animated stars of the film.

## **About Entertainment Lighting Services**

Established in 1991, Entertainment Lighting Services (ELS) is a leading supplier of lighting and staging products, providing the most technologically advanced lighting equipment for rental and sales, as well as a full range of production services. ELS serves the entertainment industry, corporate customers, event planners, themed locations and theater professionals nationwide. Visit ELS online at [www.elslights.com](http://www.elslights.com).

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