

## PRESS RELEASE

### HUNTSVILLE BOTANICAL GARDEN

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### For immediate release

### HUNTSVILLE BOTANICAL GARDEN CELEBRATES THE ANNUAL HOLIDAY LIGHT EXTRAVAGANZA, GALAXY OF LIGHTS





Huntsville, Ala. – The Galaxy of Lights is a magnificent holiday light extravaganza featuring larger-than-life animated light displays.

“There’s just no better way to get in the holiday spirit by walking, or driving, through Galaxy of Lights,” said Carol Casey, VP of Communication and Programming. “Our out-of-this world light extravaganza celebrates the season and makes it merry and bright.”

Drive-through nights begin on Thanksgiving night and continue nightly from 5:30 p.m. to 9 p.m. through December 31, 2016. Admission for drive through is \$25 per car. Each Monday night after Thanksgiving is Military Night where there is a \$5 discount for active or retired military with a valid ID. Other nights are discounted to \$20. Check the Garden website for a list of discounted nights. There is also a \$1 discount for donations to charity. Each year the Garden uses the Galaxy of Lights as a collection point for much needed items in the community. Some of the charities we support with collections are: The Greater Huntsville Humane ; Toys for Tots; Inner City Church of Christ (new and gently used warm coats, hats, mittens, gloves; also non-perishable food items); Interfaith Missions Foodline (canned and boxed food items). Links to their websites listing the most needed items can be found on the Gardens website at [www.hsvbg.org](http://www.hsvbg.org).

Tickets purchased in advance at the Shoppe at the Garden or online at [www.hsvbg.org](http://www.hsvbg.org) are \$20. The Galaxy of Lights will be closed on November 28 and 29 for the Galaxy 5k and Galaxy Holiday Dash events.

Galaxy of Lights has been recognized by the Southeast Tourism Society as a Top 20 Event for many years. It has also been included on the American Bus Association’s Top 100 Events. To hear the story of the first Galaxy of Lights, visit [www.hsvbg.org/behindthemagic](http://www.hsvbg.org/behindthemagic).

### **New this year - Huntsville Botanical Gardens ‘goes green’ for this year’s Galaxy of Lights display**

The Huntsville Botanical Gardens Galaxy of Lights is in full swing, and as local folks know, it’s not quite the holidays until you take advantage of seeing the beautiful displays that have become a tradition for most families.

What most might not know is that this year’s Galaxy display is fueled with innovation and cost-reducing technology that will benefit the Garden for years to come.

Two local companies, Inline Lighting & Electric Supply and Synapse Wireless, have partnered together to equip the Galaxy of Lights display with a smart, wireless lighting control solution. This application enables automated control and on/off functionality using Synapse’s award-winning lighting controllers. What used to take Volunteers hours each night to turn on and off the displays now can be done through an app that is accessible via smart phone or tablet.

The application, called SimplySNAP, works by placing a wireless, smart controller in different locations throughout the displays, which are then managed by an onsite Gateway. The Gateway sends and receives data that is accessible via smartphone, and allows the users to manage and monitor the entire display from a single location. The

technology even lets coordinators know, in real-time, if a particular display is not lighting or responding correctly.

“We are thrilled to be working alongside the Huntsville Botanical Garden in support of the 2016 Galaxy of Lights display,” said Kathryn Caspar, Vice President & General Manager, Synapse Wireless Smart Lighting. “Our technology is unique in that it enables businesses to directly impact their level of control and operational expense that is associated with traditional lighting applications. We were looking for ways to partner with a local organization to reduce time and money through the use of a lighting control solution –and the Galaxy of Lights made perfect sense. In collaboration with Huntsville-based Inline Lighting & Electric Supply, we were able to provide a control solution that eliminates the need to manually turn on and off each display, reducing the time it takes their volunteers each night. Additionally, adding a control solution reduces the amount of energy consumption used, which cuts down on their utility bill and prolongs the life of the light fixtures. This solution will be in place for many years to come, so hopefully the savings will allow for new exhibits or expansions at the Gardens that the community can look forward to.”

Synapse has recently collaborated with other well-known companies, such as ThingWorx, to highlight how their smart lighting controls can create a foundational network for Smart City applications. Caspar was recently invited to speak at the leading intelligent lighting event, LightFair International, which takes place May 7-11, 2017, in Philadelphia.

The Botanical Gardens Galaxy of Lights will be open now until December 31st. For more information, please visit <http://hsvbg.org/2016/11/21/galaxy-of-lights-2016/>

#### About Synapse Wireless

Synapse is an Internet of Things (IoT) company specializing in providing software, hardware, and networking solutions to develop, deploy, and manage the "Things" in IoT. Synapse enables corporations, product companies, and business partners to make their products smarter and to manage products wirelessly. By connecting the physical world of Things to the digital world of IoT through use of their embedded application platform called SNAP, customers can monitor, control, optimize, and manage their products in ways and places never before possible. Synapse was founded in 2008 and is a subsidiary of McWane, Inc., one of America's largest privately owned companies. For more information, please visit [Synapsewireless.com](http://Synapsewireless.com) or follow us on Twitter

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#### **HUNTSVILLE BOTANICAL GARDEN**

Huntsville Botanical Garden is located at 4747 Bob Wallace Avenue in Huntsville, AL, is open year-round and features the nation's largest open-air butterfly house, a picture-perfect aquatic garden, spectacular nature trails, numerous specialty gardens –

including an interactive children's garden - and a variety of plant collections. This beautiful 112-acre Garden is a 501(c) (3) non-profit organization run by only 35 employees and over 2600 active volunteers. With five distinct festivals each year; Beaks and Barks, Huntsville Blooms, Summer Butterfly House, Fall Scarecrow Trail and Holiday Galaxy of Lights, you'll soon see why we say *there's Always Something Growing On* at Huntsville Botanical Garden!