



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Local Cancer Victim Wins “Light up Your Life for the Holidays” Contest from Cox

Thanks to a friend’s nomination “Candy Cane Lane” home will be bright as ever this year

RANCHO SANTA MARGARITA, Calif., Dec. 11, 2007 -- Anyone who lives in Rancho Santa Margarita knows that if you go to the neighborhood dubbed “Candy Cane Lane” during December, you will find a virtual North Pole -- spectacular light displays, snow flurries, reindeer and Santas by the hundreds. Cars line up for blocks to see it – a glitzy holiday spectacle in which every home participates.

But that dazzling reputation got Wendy Rossman thinking. Her friend, Yvette Heredia, who lives on so-called “Candy Cane Lane,” was diagnosed with aggressive breast cancer in May, and would not be able to decorate her home this year.

After undergoing chemotherapy all summer, Yvette had surgery in mid-November to remove 21 lymph nodes, but doctors found that 12 more were still cancerous. That meant that instead of celebrating the holidays as she had hoped, Yvette, the mother of three girls, will have to endure three to four months of additional chemotherapy. Her husband Eddie has his hands full as well – between work, helping Yvette, and looking after the girls – little time will be left for decorating to “Candy Cane Lane’s” high standards.

That’s when fate intervened, and Wendy saw a commercial for the “Light up Your Life for the Holidays” contest from Cox Communications’ local channel, Cox3. Cox3 invited viewers to visit the website of its Orange County travel show, *OC Lifestyle*, to explain why they should be selected to have \$2,500 worth of lights and other holiday décor installed at their home.

Wendy went online and applied on behalf of her friend. In less than a week, she got the call from Cox3 letting her know that Yvette was chosen as the winner.

At around 1pm today, December 11, a dozen or so workers will descend on the Heredia family’s townhouse to install a Christmas fantasy -- Santas, sleighs, lights, snow

machines, Christmas trees, a Ferris wheel – whatever will fit in the yard and on the roof. According to Honore Aubert of We Do Lights 4U, the company doing the lights, the work should be done and the lights lit by 6pm.

The magic will be captured by Cox3 and aired in a special *OC Lifestyle* episode at the dates and times below. It can be viewed anytime on Cox On Demand on channel 1 starting Thursday, December 20.

In addition to the winter wonderland décor, Yvette and Wendy will each receive 6 months free Cox Digital Cable. The Heredia family will also receive interior holiday décor from Dujewel Jewelry Company and gifts for the kids from Kim Schumacher of First Team Realty.

OC Lifestyle air times:

Monday, December 17, 6:30pm
Wednesday, December 19 at 8pm
Friday, December 21, 6:30pm
Sunday, December 23, noon

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