

Burbank Leader

SERVING THE BURBANK COMMUNITY SINCE 1901

WEEKEND, NOVEMBER 24-25, 2001

SANTA

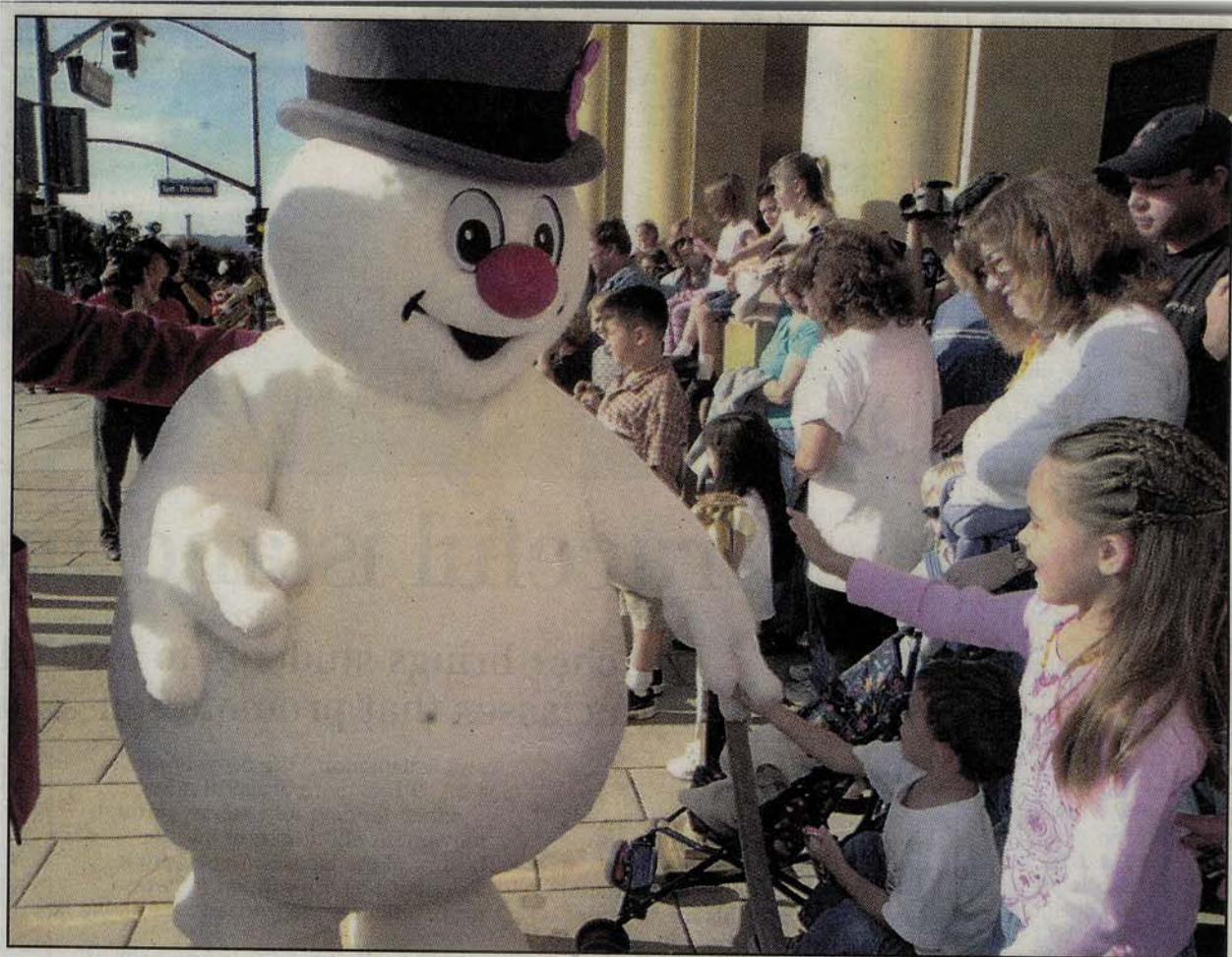
CONTINUED FROM A1

snow machine.

Hundreds of residents attended Friday's third annual holiday show at the Media City Center, which included performances by John Burroughs High

School's Edwardian Choir, local children's choirs and Frosty the Snowman's "Magic in the Making" performance, which included magic tricks.

Children who attended were treated to live broadcasts from Radio Disney and received giveaways, including stickers and movie memorabilia.



PHOTOS BY JILL KARNICKI / THE LEADER

Frosty the Snowman prepares to get a hug from Autumn Kanoho, 6, of Burbank during the Holiday Magic in the Making event Friday morning at the Media City Center. Below, Santa Claus asks for peace on Earth.

Santa & the Snowman show up

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St. Nick visits Burbank children at Media City Center, brings fellow named Frosty and 15 tons of snow with him

Gary Moskowitz
THE LEADER

MEDIA CITY CENTER — When you're a child living in Burbank, snow falling in front of the Media City Center — 15 tons of it — is a big deal.

So is Santa Claus flying in on a helicopter and stepping onto Magnolia Boulevard, complete with a white beard, rosy cheeks and a bag full of toys.

For parent and event coordinator Katy Mason, the annual holiday show at the Media City Center was a magical day for Burbank families.

"Watching the looks on the children's faces as Santa approaches, and waving at him in the sky, is magical," Mason said. "The kids are so enchanted and engrossed by his stories, and they love the snow."

In addition to listening to Santa Claus and Frosty the Snowman — who greeted Santa as he stepped out of the helicopter — tell holiday stories, Burbank children made snowmen and snow angels with the 15 tons of snow made possible by a

SEE SANTA PAGE A9



The John Burroughs High Edwardian Choir sang seasonal songs during the holiday show Friday morning at the Media City Center.

Hoping for a jolly season

■ Businesses are banking on brisk holiday sales in big shopping month.

Ryan Carter
THE LEADER

BURBANK — Not surprisingly, Burbank business owners are hoping for a robust Christmas shopping season.

The recently opened Empire Center, the Media Center mall and Burbank Village are expected to be the hubs driving holiday sales in Burbank.

But smaller stores, such as businesses in the Magnolia Park District, have established niches

for holiday shopping, local experts said.

"Most of the retailers are fairly optimistic about the holiday season," said Susan Bowers, executive director of the Burbank Chamber of Commerce.

The recent slowdown in local business — following the wake of the Sept. 11 terrorist attacks and a waning economy — has gradually picked up, just in time for the holiday season. Regardless of the shopping slump, large stores such as Sportmart in the Empire Center will be important shopping locations.

"Businesses are coming back

SEE SEASON PAGE A9