



MAKING SPIRITS BRIGHT

DRIVE-THROUGH HOLIDAY LIGHTS SHOW

Evergreen Park

Nightly 5:00-9:00 p.m.

Nov. 28 - Dec. 31, 2025

Closed Dec. 24

Santa's Station

Only Fridays and Saturdays, 5:00-9:00 p.m.

Nov. 28-Dec. 20

*Food donations help stock
Sheboygan County Food Bank*

Cash donations support this event

Presented by
SHEBOYGAN COUNTY ROTARY CLUBS

Rotary



MakingSpiritsBright.com

AN ODE TO MAKING SPIRITS BRIGHT

Making Spirits Bright, now in year fourteen,
showcases more lights and beauty than we've ever seen.

To the dedicated volunteer team, led by Dave,
hats off to you with an enthusiastic rave.

The Rotary and The Food Bank are an amazing team;
providing food to our community is truly their dream.

Making Spirits Bright is a visual delight.
Congrats on this incredible sight!

Happy Holidays to one and all!



Thank you to all of the volunteers
who serve this community.

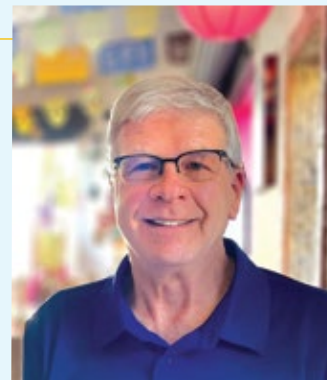
Brenda R. Potter

Our Best To You This Holiday Season

Wow, "Time Flies" as the saying goes and we here at Making Spirits Bright are geared up and ready to welcome you to the 14th edition of this wonderful project. I cannot express enough that I have never encountered a project that so thoroughly connects our community as this one. From our generous sponsors and in-kind donors, our multitudes of volunteers from all over the county, to our partners in the county Rotary clubs, the City of Sheboygan, and Sheboygan County Food Bank with their most honorable mission; We Are Truly Blessed! The event would not be possible without every one of them and of course all of YOU, who visit each year and fill our carts with urgently needed food for those in distress.

The perennial question "What's new this year?" is answered resoundingly by our very talented production team. They have been working overtime to present many new displays along with all your traditional favorites. Be on the lookout for a massive upgrade to the Food Donations Collection area, additions to the Frozen gang in Christmas Movieland, everybody's Favorite Snowman in that same area, some new upgrades to Santa's Workshop, and check out Santa showing his excellent cooking skills with Sheboygan's most famous culinary delight!

"Santa's Station" showcases the Jolly Old Elf's location and highlights Discovery Coach's trolley trips through the park. Also, a significant upgrade to our Memory Ornament is available to commemorate this year's event. Please check out our website for more information at makingspiritsbright.com



On behalf of our 2025 steering committee and our combined volunteer teams, I can assure you a really great and memorable time as we provide the experience that is Making Spirits Bright—it is Wisconsin's Finest, No Admission, Holiday Lights Show!

Blessings to you and yours and we'll see you in the park!

Dave Hoffman
Steering Committee Chair

COMPLETE OUR SURVEY

And you could be a weekly \$25 gift card winner!

Use this QR code to link directly to our short survey about the Making Spirits Bright event. We love the interaction that happens on social media, but this intentional method will allow us to collect great info to shape the future of the event. Each week we'll draw one entry from all surveys and reward that person with a \$25 gift card from one of our restaurant partners.

Thanks, in advance, for your help!





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IMPRESSIVE STATISTICS TO SHARE

The focus of Making Spirits Bright is to collect donated items for Sheboygan County Food Bank. In 2024 a huge area of need was boxed cereal. The community came through by donating over 12 pallets of cereal. Those were part of the total 117,324 pounds of food and personal care items donated. That brings the thirteen year total to 1.2 million pounds.



Other stats from the 2024 event of note:

- ❄ 23,615 vehicles with an estimated 89,166 visitors drove through the lights show
- ❄ Visitors came from twelve different states including California, New Mexico, and Oklahoma
- ❄ Making Spirits Bright continues to be **free** for admission, the **only** show in the state that is
- ❄ Over 1,132 volunteers who invested 14,665 hours throughout the year and during the open nights ensured the ongoing success



*For unto us a
child is born*

Isaiah 9:6

Wishing you joy and peace
this holiday season

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Attorney Christine Esser

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Christmas*

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Special Donation Made to Sheboygan County Food Bank

The generosity of visitors in 2024 to Making Spirits Bright made it possible for the board of directors of our event to give a special \$50,000 donation to Sheboygan County Food Bank. That money went to their special crowdfunding campaign, Fund Food for Thought, helping secure important matching dollars provided by the Black Spring Foundation and making sure children in our community don't go without food on weekends.



Jodie Zajkowski, Sheboygan County Food Bank
Dave Hoffman and Mike Vandersteen, Making Spirits Bright

About 5,000 children in Sheboygan County are living with hunger. Food for Thought for Kids is a weekend program that provides ten nutritious items (including fresh fruit and other easy-to-eat nutritious food) at the end of each school week. For the 2024-2025 school year, the Food Bank raised enough funds to support up to 650 students, a 30% increase from the year before. This important program fills the gap between federally-funded school breakfast and lunch programs and FoodShare (food stamps), and allows children in the community to grow and thrive.





MilliporeSigma

Happy Holidays & a Curious New Year

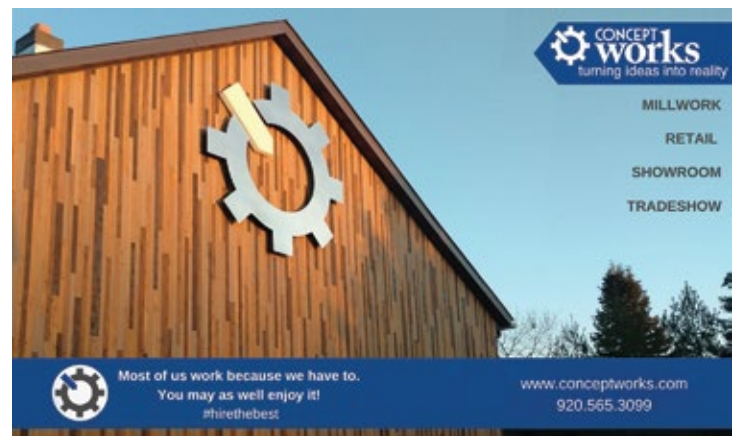
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WPS

Wisconsin Public Service Foundation

Proudly supporting our communities

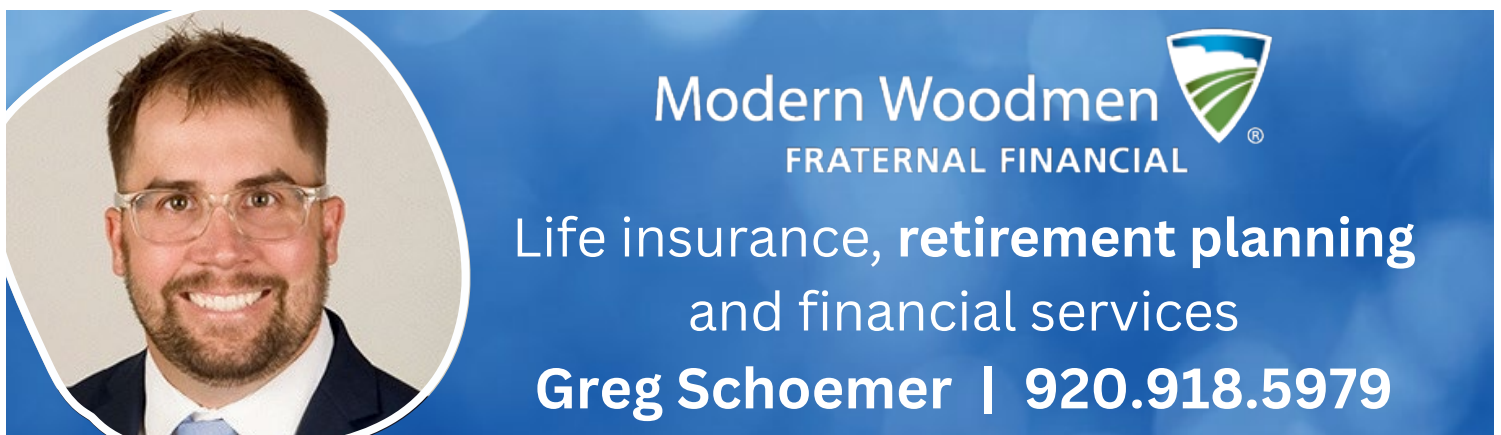


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IN-KIND DONORS

Since the start of the Making Spirits Bright event, many businesses and individuals have and continue to provide free or reduced services and/or products which allows expenses to be lower. A number have contributed significantly over time. We appreciate every contribution, regardless of the size. Please join us in saying a heartfelt "thank you" to each of these generous entities.

- | | | |
|---|---|---|
| * Engineering Innovations LLC | * Palo Popcorn | * Bell Tape Inc. |
| * Ad Associates, Inc. | * Meijer | * Rockline Industries |
| * 4-Square Home Inspections, LLC | * Lisa Reed | * Trilling True Value |
| * City of Sheboygan Public Works | * Zimmermann Printing | * Torke Coffee |
| * Larry Boeldt | * Spotless Pro LLC | * Sheboygan's Country "B-93" |
| * Johnston's Bakery | * Harter's Lakeside Disposal | * Sheboygan's Hit Music Station
104.5 & 96.1 "The Point" |
| * Morrelle Transfer & Warehouse | * Old Wisconsin Sausage | * Lake Park Electric |
| * M&K Lawn Services | * Quality Cleaning Service | * Wisconsin Country Life Magazine |
| * S. I. Metals | * Great Lakes Cheese | * Bruggink's Inc. |
| * Lakeside Pepsi | * Masters Gallery | * CAVUdesign |
| * Plymouth Review and
Sheboygan Beacon | * Holiday Wholesale | * Lift-X Lift Services |
| * Sheboygan Shoreline Metro | * Cow Country 1420AM (WGXI) &
98.5FM | * Quality State Oil Co. Inc. |
| * Promo Design | * Lindsay's Cookie Jar | * O'Rourke Media Group |
| * Lamar Advertising | * Sargento | * SilverWater Productions |
| * Discovery Coach | * B'loonie Gifts | |

Support Making Spirits Bright through Social Media

For the latest news, and to help spread the word about this event, interact with us on social media. We'd also appreciate if you encouraged your friends and family to do the same.



RotaryMakingSpiritsBright



RotaryMakingSpiritsBright

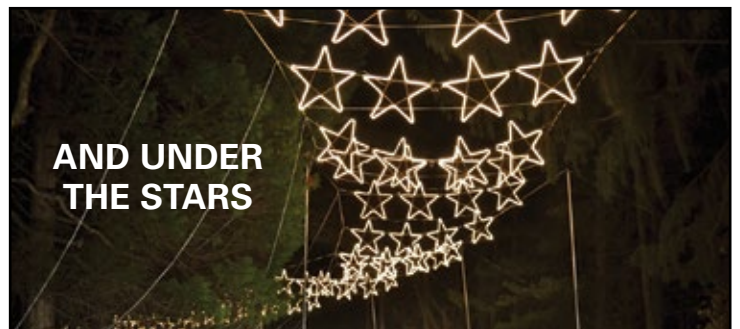


And our hashtags are always a great way to share pics
#HolidayLights • #MakingSpiritsBright #SheboyganLights

DRIVE THROUGH THE TREES



AND UNDER THE STARS



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Expires December 30, 2026

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Expires March 31, 2026

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Cannot be Combined with Other Offers.

Expires April 30, 2026

PARK VOLUNTEERS

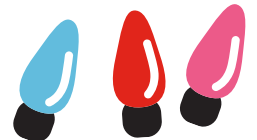
Approximately 1,000 volunteers will assist in the operation of Making Spirits Bright during the 33 evenings we are open this year. If you or your group would like to help, these are the types of things volunteers do:

- Collect donated food
- Welcome and guide visitors
- Distribute event booklet and accept cash donations
- Sell concessions, wreath raffle and trolley tickets

Aurora Health Care - Business Office
Aurora Health Care - Plymouth
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Oostburg Bank
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Rockline Industries
Operations Leadership
Sargento
Sheboygan County
Health & Human Services
Sheboygan County YMCA
Sheboygan Education Association
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Sheboygan Elks, #299

Sheboygan Firefighters IAFF Local 483
Sheboygan Northside
Catholic Parishes
Sheboygan Police Department
Sheboygan Riverside Boat Club
Sheboygan County Rotary Clubs
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Signature Dental
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Third Coast Wealth Advisors - Thrivent
Town of Sheboygan Fire Dept.
Viking Masek Packaging Technologies
The Vollrath Company
Waldo State Bank
Wigwam Mills



"I have the opportunity to oversee Making Spirits Bright for a handful of evenings as park captain. It's always special to witness, first-hand, the community coming together as volunteers and as visitors with donations to help support our neighbors in need. The enthusiasm and generosity that fills the park is inspiring. We're very grateful for Making Spirits Bright and everyone involved."

— Patrick Boyle, Sheboygan County
Food Bank Executive Director and
Rotary Board President





Pairs well with
the *Holidays.*



LEAD SPONSOR
THE MERKEL FOUNDATION

November 28
through
December 30

2025
HOLIDAY
MEMORIES

SHEBOYGAN COUNTY
MUSEUM

DETAILS AT SHEBOYGANMUSEUM.ORG

‘Twas just weeks before Christmas
And all through the town
Not a light was lit
Not a whisper nor sound

The children could be heard
“Rotary won’t let it be dark
They’ve been planning so long
To light up the park”

There’s candyland and angels
Stars and stockings just gleaming
Some angels and elves
Even Santa is beaming

Now the lights are all placed
The sponsors excited
Hurry don’t wait
To be delighted

So come one and all
Man it’s out of sight
To Evergreen Park for
Making Spirits Bright

Multiply Your Impact for Families Facing Hunger

Throughout 2025, Sheboygan County Food Bank (SCFB) partnered with **Black Spring Foundation (BSF)** for its signature fundraisers to offer exciting matching opportunities for donors to double their impact. BSF provided a \$100,000 match in spring that helped raise a total of over \$125,000 for SCFB's *Fund Food for Thought* crowdfunding campaign, ensuring 650 kids head home each weekend with snacks and meals during the 2025-2026 school year. For SCFB's Holiday Lights Hunger Run/Walk fundraiser, BSF boosted sponsor giving with matches for new sponsors and any increases from 2024 sponsorships.



Black Spring Foundation is continuing its incredible support through the end of the year. Now through December 31, BSF will match:

- ❄ Gifts from new donors and those who haven't given since 2022 or earlier.
- ❄ Any increases over last year's end-of-year gift (for example, if you gave \$50 in November-December 2024 and then \$125 in 2025, the extra \$75 will be matched).

Sheboygan County Food Bank has been supporting an average of **6,000 family visits each month** through its Sheboygan Cares Food Pantry and network of **over 30 dedicated partner organizations**. With the continued generosity of Black Spring Foundation—and the kindness of neighbors like you—we can make sure families across Sheboygan County have not only nourishing food, but also the hope and warmth that make this season so special. Together, we can turn generosity into brighter days.



To make a secure, online donation today, please visit www.SheboyganCountyFoodBank.com, scan the QR code or mail a check to: Sheboygan County Food Bank
3115. N 21st St., Suite #1
Sheboygan, WI 53083.



Follow Sheboygan County Food Bank



Volunteers are the Heart of the Event

You may never get to see many of the people who ensure the Making Spirits Bright lights show happens every year, but they are critical to the event. One of those is Rick Hoffmann, a member of the Production Team.

Rick began as a volunteer seven years ago while he was working full time. He recalls it was easy to find time two nights a week, a few hours each night during the show, and on weekends for set-up and take down. The flexibility of being able to adjust that time was very attractive. As was the support, sharing of skills, and spending time with people who enjoy having fun, and have big, caring hearts.

Since his retirement a few years ago, he has greatly expanded his volunteer role and couldn't be more excited and proud of the impact he makes. The Production Team works year round to test,

repair and modify existing displays.

In addition, unlike other holiday lights shows that use purchased or rented displays, all our displays are designed, fabricated, and assembled in-house. This key group is composed of welders, woodworkers, electricians, programmers, an engineer, and generalists who are happy to mentor newbies.

Last year, Rick had the opportunity to see just how profound an impact the event has. He noticed lights out (not uncommon with the huge scope of the show) and immediately took care of them. While doing that he learned some park volunteers didn't show up. He and his wife Sandy immediately volunteered in the Magical Igloo. That's the location for visitors to contribute cash and get a complimentary event booklet at the end of the route. Visitors also freely share the happiness, excitement, and sheer joy the event brings to them. Rick's heart was overflowing with all the praise he usually never gets to hear.

For someone who enjoys being active, learning new skills, and making a difference in his community, you may not see Rick but he'll continue to be an unsung hero for many years. Giving back is important to Rick as he's been very blessed.

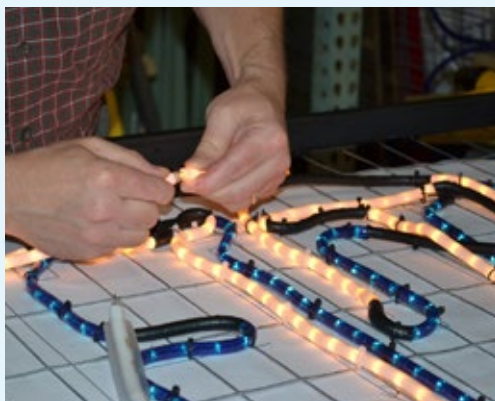
"When you can bring joy, laughter, and smiles to someone's day," says Rick, "that's a great way to live."



Rick Hoffmann constructing a custom display



Rick sharing the joy of what he does with his grandchildren





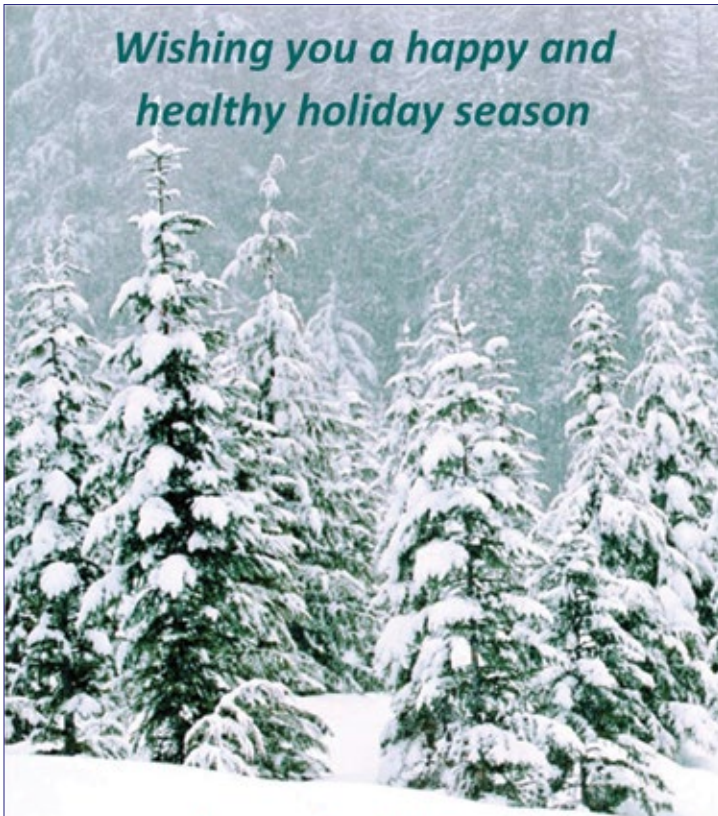
Happy Holidays

We wish you the very best this holiday season from our family to yours!

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Wishing you a happy and healthy holiday season

*Aurora Medical Center
Sheboygan County Medical Staff*

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Sundays at 8:30 & 10:30 a.m.

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It will be like Christmas In July at the Sheboygan Early Bird Rotary Club's

LOBSTER BOIL

3rd Friday in July

Get tickets this spring @ earlybirdrotary.org



BEHIND THE SCENES HEROES

To ensure visitors to Making Spirits Bright enjoy a great experience, an array of volunteers are needed. Visitors see some of those volunteers who direct traffic, collect food donations, and hand out the event booklet. The volunteers that go unseen work behind the scenes to support those front-line helpers.

A big "thank you" to each of these people!

RESTAURANTS

Thank you to these restaurants that provide warm food and refreshments for the volunteers who brave the unpredictable weather during the lights show and enjoy breaks in the heated trailer.

Al & Al's Stein Haus	Faye's Pizza	Pizza Ranch	Texas Roadhouse
Arrosto Delicatessen	Harry's Prohibition Bistro	Scenic Bar & Restaurant	Tommy's Bar & Grill
Black Pig	Holidays Pub & Grill	Schulz's Restaurant	Toppers
Blackwolf Run	Jersey Mike's	Sheboygan Elks, #299	Town & Country Club
Blue Harbor Resort	Jimmy John's - Calumet	Sheboygan Pasty Co.	Turk's & Timber's Bar & Grill
Bourbon St. Pub & Grill	Lakeland University	Sheboygan Yacht Club	Uptown Slice
Cousins	Luigi's Italian Restaurant	Shuffs Last Resort	Vene's Pancake House
Culver's - Northside	Paradigm LLC	Sly's Midtown Saloon	VFW Post 9156
Ella's Dela	Peabody's Pizza Company	Subway - Calumet	Wild Carrot Cuisine

VOLUNTEER TRAILER HOSTS AND HOSTESSES

Thank you to these people who offer a smiling face and serve the warm food and refreshments for the park volunteers.

Sara Barts	Lynn Flood	Susan Kilton	Mary Schmidt
Melissa Baumann	Tom Greene	Kathy Markevitch	Jill Spielvogel
Stacey Braatz	David & Claire Grohskopf	Loren & Mary Matzdorf	Val Van Sickle
Lukas & Heather Burke	Thomas & Abby Henning	Wayne & Mary Novak	Pat Weisrock
Roger & Sharon Dulmes	Tom & Barb Henning	Dan Pitsch	Jenny Welsch
Jackie Felde	Cindy Huhn	Stephanie Pittner	John & Deb Zauner

FOOD PICK-UP VOLUNTEERS

We appreciate these people for transporting the food donated by restaurants and other organizations. They make certain the food gets to the volunteer trailer in the park.

Sara Barts	Scott & Tracy Cinealis	Kristi Frohling	Sam Kelm	Mike & Kenlyn Langland
Mel Baumann	Carrie DeLonge	Carly Johnson	Joanne Kiley	Stephanie Pittner
Larry & Mary Boll	MaryBeth Felsinger	Elaine Jumes		

BEHIND THE SCENES HEROES

PARK CAPTAINS

To ensure all goes as planned nightly, there is a point person who oversees the volunteers: a park captain. The captain "opens the show," stocks booklets in the igloo, instructs and assigns each volunteer and equips them with safety gear and maybe even hand and toe warmers. On occasion, they trouble-shoot issues with displays or any other unusual situation thrown at them. Please help us say thank you to:

Patrick Boyle
Todd Gutschow

Dave Hoffman
Ron Navis

Gerry Plehn
Dan Redman

Rob Vander Schaaf

CASH COUNTERS

In a private and carefully secured location, these select people are responsible for handling cash donations to the event. We appreciate their talent.

Aaron Anger
Tina Barth
Tanya Boman
Kristin Booth
Tony Fessler
Carla Hamiester
Jim Hansen

Brian & Mally Henne
Kathleen Hoffman
Jessica Huss
Holly Kasberger
Karin Kirchmeier
Kris Krentz
Scott Morrelle

Sue Morrelle
Nadine Muehlbauer
Lori Noonan
Gerry Plehn
Don Pohlman
Dan & Kim Redman
Jackie Stone

Angela Sutkiewicz
Chris Vanic
Samuel Zelpé &
Judith Stockinger
Niki Zohrab



Santa's Station

3401 Calumet Drive, Sheboygan

View the Lights from the Trolley



There are 30 seats on the trolley. Tickets (\$2 per person) can only be purchased the night you will board/ride. For more details about the trolley experience, see page 30.

November 28 & 29 and December 5
(one trolley operating)

• 5:15 • 6:00 • 6:45 • 7:30 • 8:15 p.m.

December 6, 12, 13, 19, 20
(two trolleys operating)

• 5:10 • 5:15 • 5:55 • 6:00 • 6:40 • 6:45
• 7:25 • 7:30 • 8:10 • 8:15 p.m.

~ Trolley Sponsors ~



HO! HO! HO!



This is where you'll find the jolly old elf! Each Friday and Saturday night, until December 20, Santa is ready to hear your Christmas wishes. You'll find him in an area specially designed for taking a festive holiday photo. We appreciate that Santa is taking time out of his very busy schedule to be here in person to talk with all the children.

Designer Wreath Raffle

Purchase raffle tickets in Santa's Station to win wreaths specially created by professional local designers.

Winners for the twelve wreaths will be drawn December 20 and contacted that same night.



Thank you to these creative designers...

- Tracy Bolz, Lynn Thorton & Michele Nordhagen
- Deb Egerer
- Carol Rokicki
- Erica Tislau
- Cindy Fale
- Ericka Roseberry
- Susie Vander Weele
- Laura Gumm
- Wendy Schobert
- Doris Weber
- Linda Neil
- Sandy Weeks & Sue Glaeser

ONLY OPEN FRIDAY & SATURDAY NIGHTS

5:00—9:00 p.m. • November 28 - December 20, 2025



Santa's Station is a great place to meet friends and family to enjoy the Making Spirits Bright event as a group. It's a festive spot to spend quality time with many choices.

Holiday Entertainment

A variety of individuals and groups share their talents by providing complimentary entertainment for visitors to Santa's Station. Because this is a busy time of year for performers, sometimes schedules need to change.

Friday, November 28

5:30 — Karen Bruinooge,
Sheboygan Symphony violinist

Saturday, November 29

5:30-8:00 — Ricky Rabine, singer/musician

Friday, December 5

5:30 — Sheboygan South High Orchestra
6:15 — Sheboygan South High Singers
7:00 — Sheboygan South High Jazz Band

Saturday, December 6

5:30 — Holy Name of Jesus Church Choir
7:00 — Sheboygan North High Northern Lights

Friday, December 12

5:00-8:00 — Gypsy Swing Chicks,
singers/musicians

Saturday, December 13

5:30-8:00 — Dave Ross, singer/musician

Friday, December 19

5:30 — Sheboygan North High Strings Group
7:00 — Sheboygan Symphony Flutes

Saturday, December 20

5:30 — The Emerging Artist Project,
singers/musicians

The list here is a guide. Please visit makingspiritsbright.com to confirm each night's featured performers and times.

Concessions



YUMMY TREATS FOR SALE

Enjoy frosted sugar cookies and chocolate chip cookies, popcorn, chips, hot chocolate, soda, water, and coffee.

2025 Ornament

THREE OPTIONS!

- In Memory
- Personalized
- Commemorative

Ornaments are displayed on the special tree in Santa's Station for all visitors to enjoy. **Pick up for all ornaments ordered is December 20, 5:00-8:00 pm**

Make checks payable to:
Making Spirits Bright, Inc.
Send form and check to:
Laura Gumm
6905 Superior Ave.
Kohler, WI 53044

Deadline for ordering:
December 17, 2025

Questions, call Gloria:
920-457-7611

Please Print



SSC Sheboygan Senior Community
Est. 1962
Sponsor of ornament advertising

☐ **In Memory** (first name only, as it will appear on ornament)

☐ **Personalized** (first name only, as it will appear on ornament)

☐ **Commemorative** (Ornament reads "2025 Making Spirits Bright")

Your Name

Street

City, State, Zip

Phone

MAKING SPIRITS BRIGHT BOARD OF DIRECTORS

Mike Vandersteen
President

Rob Vander Schaaf
Vice President

Tom Henning
Secretary

Don Martens
Treasurer

Tanya Boman
Peter Dietz

Scott Luedke
Ron Navis

Mike Roth
Kevin Sander

STEERING COMMITTEE

The success of any event is dependent upon a dedicated group of individuals who share a passion for the end result and whose zeal, creativity and expertise guarantee success. Our purpose is to guide and implement the Making Spirits Bright event, designed to provide a quality family experience and to gather much needed food for Sheboygan County Food Bank.

Event Chair

Dave Hoffman

Secretary

Mally Henne

Finance

Don Martens

Food Collection

Jodie Zajkowski, Co-Chair
Todd Arnoldi, Co-Chair
- Loren Matzdorf
- Wayne Novak
- Steve Straus

Fundraising

Gerry Plehn

Marketing / PR

Mally Henne, Chair
- Sue Kieffer
- Nic Klessig
- Emma Huehns
- Katie Scholz

Operations

Jeff Bayer, Co-Chair
Dave Dassow, Co-Chair
- Ken Ebberts
- Fred Engelhardt
- Mark Rozmarynowski

Letters to Santa

- Sandy Hoffmann
- Joy Markelz
- Judy Farwig

Production

Greg Liebig, Co-Chair
Tom Shircel, Co-Chair
- Adam Biebel
- Larry Boeldt
- Fred Engelhardt
- Mark Hayon
- John Hodzinski
- Rick Hoffmann
- John Muehlbauer
- Ron Navis
- Rick Neerhof
- Paul Neils
- Chris Planion
- Tim Prislant
- Steve Reiter

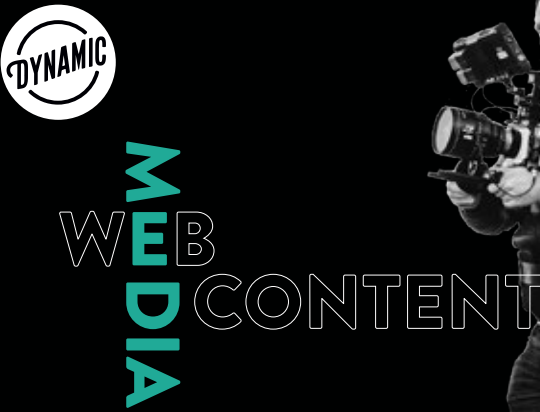
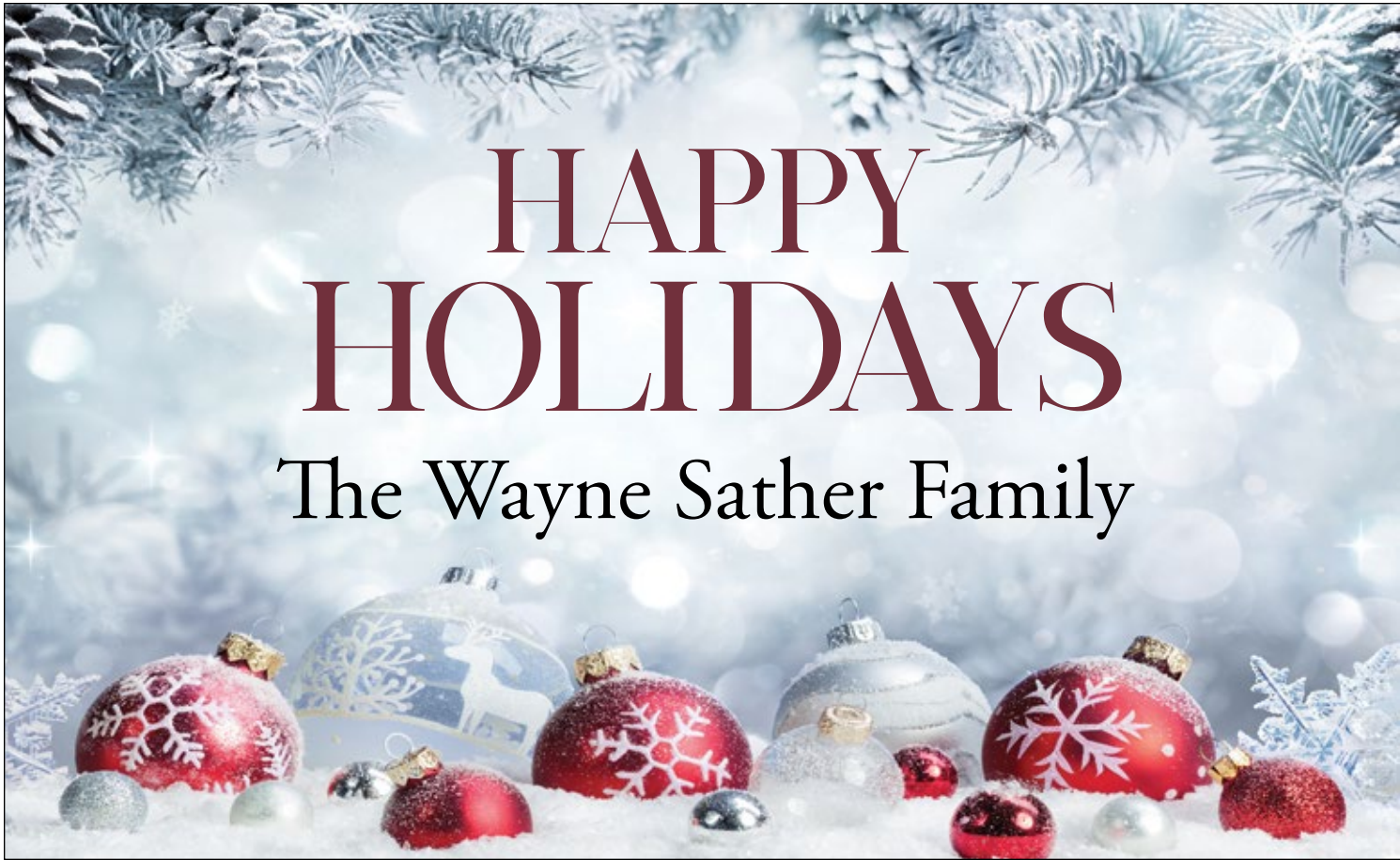
Santa's Station

Laura Gumm, Co-Chair
Barb Martens, Co-Chair
- Kris Krentz
- Jackie Stone

Volunteers

Kristi Frohling, Chair
- Sara Barts
- Mary Grasse
- Carol Grover
- Stephanie Pittner
- Kristin Blanchard-Stearns
- Lynn Vander Schaaf





WE THINK YOU DESERVE
THE BEST
DON'T YOU?

Your choices define you—make the right one for your brand. Choose Dynamic for Web, Content & Media services that elevate your brand to the next level.

SEE FOR YOURSELF



HAPPY
HOLIDAYS

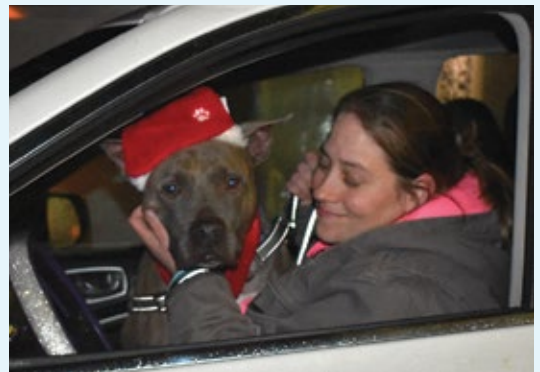


BemisMfg.com

Extra Special Visitors

We appreciate every visitor to Making Spirits Bright. Many of you have made it part of your holiday tradition and each year look forward to discovering the new displays. We've seen vehicles filled with families and friends who fully embrace the holiday spirit by dressing in festive attire, follow traditions like drinking hot cocoa during the drive, and find other creative ways to enjoy the annual show.

We capture photos of those special groups who notify us in advance of attending. Last year the Sheboygan County Humane Society loaded a number of vehicles with animals awaiting adoption and treated them to a ride through the lights show. The Sheboygan County Cycling club pedaled their way through the route. A local Jeep owners group, WC4WD, typically adorns their vehicles with lights for the drive through. And members of one of the local motorcycle groups mounted up and enjoyed an open-air ride through the park.





TOGETHER,
MAKING OUR
COMMUNITY BETTER



PROUD TO SUPPORT:



At Festival Foods, we take great pride and responsibility in supporting the communities we serve. At the heart of everything we do, is you.

We keep the lights on so you can create family memories in their glow.

Learn more about our community partnerships at alliantenergy.com/hungerandhousing.



© 2023 Alliant Energy 840403



**WE HAVE
SHEBOYGAN AND OOSTBURG
COVERED IN DELICIOUS**



Culver's of Sheboygan
Three Locations

2510 Washington Ave. — 920.395.2527
641 S. Taylor Drive — 920.451.7150
4225 State Hwy 42 — 920.459.4821

Culver's of Oostburg
33 S. Business Park Dr. — 920.552.5170

Warm wishes for a joyful holiday and a New Year filled with peace and prosperity.

Morgan Stanley

THE NORTH POINT GROUP
AT MORGAN STANLEY

Morgan Stanley Smith Barney LLC, Member SIPC

In-Kind Donor Spotlight - Johnston's Bakery

Well known for their delicious baked goods, the owners of Johnston's Bakery have been donating cookie dough so volunteers at Making Spirits Bright can enjoy fresh baked cookies each night of the lights show.

It all began in 2018 when Judy Straus, co-chair of the volunteers committee for Making Spirits Bright, asked her grade school friend, Mary Ann Perl, the eldest sibling, to donate Johnston's cookie dough. The partnership has been ongoing since. It was the perfect way for the bakery to give back and thank the community that supports their business throughout the year. They know that smelling fresh backed cookies makes people feel warm and happy inside.

While the time from Thanksgiving through New Year's Eve is the bakery's busiest of the year, the two current sibling owners (brothers Joe and John Johnston) and Mary Ann all make time to visit the lights show as they love seeing the movement of the lights to music. Another sibling Mike, who retired in 2021, has been an ongoing sponsor of the event with his wife Joy.

Celebrating their 75th anniversary this year, Johnston's Bakery donates baked goods to area food pantries during the entire year. The owners have a special appreciation for events that collect food donations for pantries that support local residents. They are happy to add to the joy of the Christmas season through fresh-from-the-oven cookies.



ROTARY MEMBERS FROM ENTIRE COUNTY PRESENT MAKING SPIRITS BRIGHT

Back in 2012, select Rotary members had a vision for a significant service project. Thus Making Spirits Bright began. The objective was, and continues to be, to collect food for Sheboygan County Food Bank and to provide an exciting, quality family-friendly holiday event.

Sheboygan County Rotary Clubs

Four clubs are active locally, each club selects projects to support financially and through volunteer time commitment from members. Local, national and international causes are all a part of the mix. Your support of each club's fundraisers allow them to continue their missions.

Early Bird Rotary Club of Sheboygan

Meets every Thursday,
7:00 AM

Sheboygan YMCA
812 Broughton Dr., Sheboygan

Gerry Plehn - President

www.EarlyBirdRotary.org

Plymouth Rotary Club

Meets twice a month,
2nd and last Wednesday

Generations
1500 Douglas Drive, Plymouth

Carrie Dassow - President

[www.facebook.com/
PlymouthWiRotary](http://www.facebook.com/PlymouthWiRotary)

Sheboygan Rotary Club

Meets every Monday,
12:00 noon

Elks Club
1943 Erie Ave. Sheboygan

Patrick Boyle - President

www.SheboyganRotary.com

Sheboygan Rotary Satellite Club

Meets every third Monday,
5:30 PM

Locations vary - check Facebook:
Sheboygan Rotary Satellite Club

Kristi Frohling - President

Sheboygan County Rotaract and Interact Clubs

Lakeland University Rotaract

Rotary Adviser:
Donna Wendlandt

North High Interact Sheboygan

Rotary Adviser:
Tony Fessler

South High Interact Sheboygan

Rotary Adviser:
Deb Wente

Lutheran High Interact Sheboygan

Rotary Advisers:
Aaron Anger & Scott Morrelle

A man in a dark t-shirt is smiling and holding a small red star ornament. He is standing in front of industrial machinery, likely a packaging line. The background is dark blue with a faint, repeating "VIKING MASEK" logo.

VIKING MASEK

WISHING YOU A VERY MERRY CHRISTMAS

Viking Masek is committed to making **packaging a simple experience**, transforming the goals of our customers into realities.

This season, as lights shine across Sheboygan County, **we wish you the joy of community, the gift of simplicity, and the spirit of generosity** that truly makes spirits bright.

A festive Christmas graphic with a light blue background. It features stylized white snowflakes, red and white striped candy canes, and white stars. The text "Merry Christmas" is written in a large, white, cursive font with icicles hanging from the letters. Below it, "From Kaat's Culligan" is written in a smaller, white, sans-serif font. The bottom of the graphic is decorated with white clouds, a red star, and a red ornament.

Merry
Christmas
From
Kaat's Culligan

Since 1948, we've helped thousands of local residents improve their water quality and keep their homes, families and businesses safe thanks to our top-notch local service and our award-winning **water softeners, filtration systems and reverse osmosis drinking water systems.**

Kaat's
Culligan

Plymouth: 920-335-1266 | Manitowoc: 920-682-7645
Appleton: 920-734-1330

Tune your radio to 89.1 FM to enjoy the full experience



Lights Show • Evergreen Park • 3030 Calumet Drive



Thank you City of Sheboygan for all the support and in-kind contributions that help Making Spirits Bright be a success!

THANK YOU FOR YOUR SUPPORT!

We hear such heartwarming stories about how Making Spirits Bright has become part of your holiday traditions. And many of you make multiple visits! We welcome your comments on how to continue to enhance this event. Visitors who so generously donate food and cash make the event the success it continues to be.



Keep Christ in Christmas

Knights of Columbus | **Sheboygan Council 722**



SARGENTO

Happy Holidays

from the
#SargentoFamily!

careers.sargento.com



PRIVATE TROLLEY TOUR SPECIAL!

\$ 249 90 Minute Trip Time

Take your family and friends through Making Spirits Bright on your own private trolley tour. Trolley is decorated and holds 28 Passengers. Family Fun! Sunday-Thursday Only.

Discovery Coach 920-459-2960
www.discoverycoach.com/christmas-trolley



WISHING YOU
PEACE & JOY
THIS HOLIDAY SEASON.

—the Shorewest Sheboygan Office

ShoreWEST REALTY

920.457.2306 shorewest.com



Wishing you joy this holiday season!

BAIRD
Private Wealth Management

Baird | Sheboygan
2048 Kohler Memorial Drive
Sheboygan, WI 53081
920-803-4420
Sheboygan.bairdwealth.com

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Member SIPC. MC-1693953.



OOSTBURG STATE BANK

Merry Christmas!

oostburgstate.bank Member FDIC



Happy Holidays

BRING PEOPLE TOGETHER WITH THE TASTE OF OLD WISCONSIN

OLD WISCONSIN
A FAMILY COMPANY

Mail Your Letters to Santa in the Park

When you drive through Making Spirits Bright, you'll find a special mailbox on the left side of the road just before the North Pole Post Office. Make sure to bring your letter to Santa and deposit it in that mailbox.



Each week we send all the envelopes on to Santa and his elves. The timing is perfect as they are busy compiling Christmas gift lists. When you provide a return address on your letter, some helpers to Santa's elves (Sandy Hoffmann, Joy Markelz and Judy Farwig) may even send you a letter in reply.

In 2024, over 200 letters were mailed at Making Spirits Bright. Let's beat that this year!



Larger Group? The Trolley is a Great Way to See the Show

Historically the most traffic occurs on Friday and Saturday nights of Making Spirits Bright. Maybe that's due to family and friends gathering for holiday celebrations. When your group is larger than a single vehicle will accommodate, and you'd all like to see the show together, the trolley is a great option.

While we're not able to sell advance tickets, you can purchase as many tickets in a single transaction as you'd like. The cost is \$2 per person. Babies and toddlers who can sit on the lap of an adult are free. Cash is the only payment option. Tickets go on sale for each night starting at 5:00 PM at the specially designated ticketing window.

The trolley holds up to 30 people and departs from Santa's Station every 45 minutes on Friday and Saturday nights. The trolley departs:

November 28, 29 and December 5 (one trolley operating)

5:15 • 6:00 • 6:45 • 7:30 • 8:15 PM

December 6, 12, 13, 19, 20 (two trolleys operating)

5:10 • 5:15 • 5:55 • 6:00 • 6:40 • 6:45 • 7:25 • 7:30 • 8:10 • 8:15 PM

To keep on schedule, the driver is directed to the front of the traffic line and riding through Evergreen Park is about a 25 minute round trip.

Inside you'll find decorative wood bench seating and a full heating system to ensure a cozy, warm environment. The décor harkens back to the street cars of old so there's a nostalgic vibe to the experience.



Happy Holidays

FROM OUR FAMILY TO YOURS

rockline®

people who make it right



One of the largest global manufacturers of disposable paper products specializing in wet wipes and coffee filters

more to celebrate



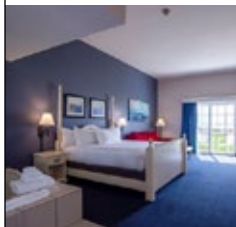
meijer

Proud Sponsor of
Making Spirits Bright

BLUE HARBOR RESORT & CONFERENCE CENTER



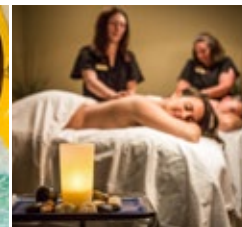
A Beach Vacation is Closer Than You Think!



Stay



Play



Relax

Book Your Escape Today at blueharborresort.com

#itsbetterattheblue

Make a Difference by Volunteering with Sheboygan County Food Bank

Volunteers are key to helping get food in the hands of our neighbors in need year-round. Sheboygan County Food Bank has ongoing opportunities each week for its Sheboygan Cares Food Pantry, a few times throughout the year for community-wide food drives, and on the day of their Holiday Lights Hunger Run/Walk fundraiser.



Learn more and sign up to volunteer by visiting [SheboyganCountyFoodBank.com](https://www.sheboygancountyfoodbank.com) or scanning the QR code.



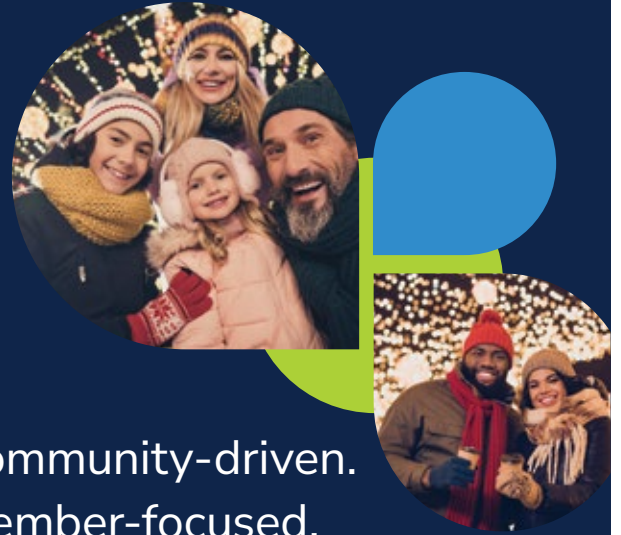
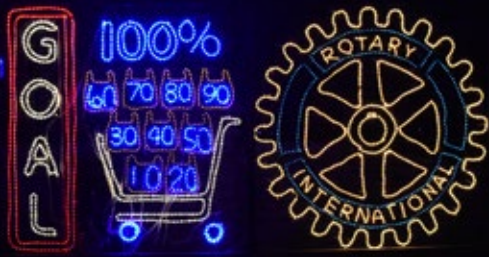
"The food donations we receive from Making Spirits Bright are critical. Our partner food pantries and organizations depend on us to serve families and anyone in need of emergency food in our community. We appreciate our partnership with Making Spirits Bright, each dedicated volunteer who helps keep the food moving and all of the visitors who show up each night with their thoughtful donations. This combined support has helped us distribute over 1.2 million pounds of food and counting these past 13 years!"
—Jodie Zajkowski, Warehouse Manager, Sheboygan County Food Bank.



Track the Progress of Food Donations During the Event

Before you enter the gates of Evergreen Park to drive through Making Spirits Bright, or anytime you are driving past the park when the show is operating, watch for the grocery cart that lights up to show the percent of goal for the food donations. And, thank you for your contributions toward reaching that goal of...

127,000 POUNDS



Community-driven.
Member-focused.

Here for life.

Proud supporter of
Making Spirits Bright



Insured by NCUA. Membership eligibility required.

Advanced
Comfort
Cares



**Donate Food & Save \$10
on Furnace Service**

Save \$10 on your next Advanced Comfort Systems service call when you donate 2 nonperishable food items.



**Advanced
Comfort**
SYSTEMS, INC



*Happy
Holidays!*



LEGEND LARRY'S



SHEBOYGAN & SHEBOYGAN FALLS | LEGENDLARRYS.COM

Sponsor Spotlight - Founders The Grover Family Foundation

The story of Making Spirits Bright began on a Saturday morning over coffee at Johnston's Bakery. Bruce and Carol Grover were invited to breakfast by Sheboygan Rotarians Judy Slawney and Kelly Anderson, who pitched a new idea: a holiday light show where families could enjoy dazzling lights synchronized to music and give back through food donations for Sheboygan County Food Bank.

Bruce was immediately captivated. Carol, ever practical, was initially skeptical. But as Bruce shared his enthusiasm, Carol began to see the concept through his eyes—a magical gift to the community at no cost, and a chance to brighten the holidays for all, especially those in need. Carol shared how much she loves that families can fill a car with kids and enjoy the lights choreographed to music—all for free.

At the time, Sheboygan's Festival of Trees had ended and no public holiday events remained. Making Spirits Bright offered a new tradition rooted in the Rotary spirit of service above self. For Bruce and Carol, it was a natural fit.

Having moved to Sheboygan to start their business, the Grovers were deeply touched by the community's generosity. Neighbors became supporters. Business relationships were built on trust—often sealed with a handshake. That goodwill inspired a lifelong commitment to pay it forward.

That commitment made the Grovers the very first sponsors of Making Spirits Bright. Their support, both financial and hands-on, helped shape what the event is today.

Their daughter, Deb Wenthe, continues that legacy. An active Rotarian and current leader of The Grover Family Foundation, Deb champions the same values of service, compassion, and quiet generosity. The foundation supports a wide range of local and global causes and offers scholarships to invest in future generations.

Carol speaks fondly of the Grover Express—the charming train display that brings smiles to families each year. For the Grovers, it's more than a display; it's a backdrop to treasured holiday photos and family tradition.

The Grovers have contributed not just financially, but through countless hours of service. Bruce, Carol, and Deb worked behind the scenes preparing snacks, greeting volunteers, and making sure every supporter received a heartfelt thank-you. Today, Carol and her close friend Mary Grasse carry on that tradition, organizing the volunteer recognition night and personally crafting the thank you notes that make each contributor feel valued.

From day one, the Grovers have been there—the very first to sponsor Making Spirits Bright. Through their unwavering generosity, dedication, and love for community, they have truly helped make spirits bright—year after year.



Johnston's Bakery

Mon.-Fri. 5 a.m.-4p.m.
Saturday 5 a.m.-1p.m.
Closed Holidays

1227 Superior Ave.
Sheboygan, WI 53081
920-458-3342

EST. 1950
SHEBOYGAN, WI

Happy Holidays

Gift Cards	Stollen	Cookies
		
Fruit Cake	Potica	Pies
		

Pine Haven
CHRISTIAN COMMUNITIES
Celebrating 75 Years

(920) 550-5227
pinehaven.org

STARTED WITH A PROMISE OF
CHRIST-CENTERED CARE...

...75 YEARS LATER, WE'RE
STILL KEEPING THAT PROMISE.

Oh the Weather Outside was Frightful!

Sometimes weather conditions change almost instantly. In 2024, heavy falling snow turned to ice very quickly on the steep and winding hill through Northern Lights. A car was starting to slide down that hill; to be safe we had all other vehicles back up and exit the park. So, we had to close the park. We apologize when this happens, but safety is a priority.

Historically Making Spirits Bright only closes when a Snow Emergency is called by the City of Sheboygan or conditions are unsafe for volunteers (i.e. -20 degree wind chill and extremely high winds). When we do need to close, we rely on local radio stations and our social media to inform you.

Photo Op at Santa's Station



Over the years, before a planned visit to the lights show, we've received requests for special permission to capture photos at the light curtain in Evergreen Park. Wedding engagements have been the most common. And, while we make an attempt to grant access to anyone who makes such a request, we find that others are stopping at that display to capture photos. As the lights show is a drive-through event, this is unsafe.

So, we created a special display outside Santa's Station that features a mini light curtain. It's the perfect location to capture your holiday or commemorative photo and is lit every Friday and Saturday night that Santa's Station is open.

Light Count

Each year we invite participation on Facebook to guess the light count. And every year we get a great response. Officially we are announcing 1.13 million; although, granted, a few may slip past us to get in the count.

2012 - 53,000

2013 - 100,000

2014 - 196,000

2015 - 240,000

2016 - 274,000

2017 - 325,000

2018 - 350,000

2019 - 450,000

2020 - 490,000

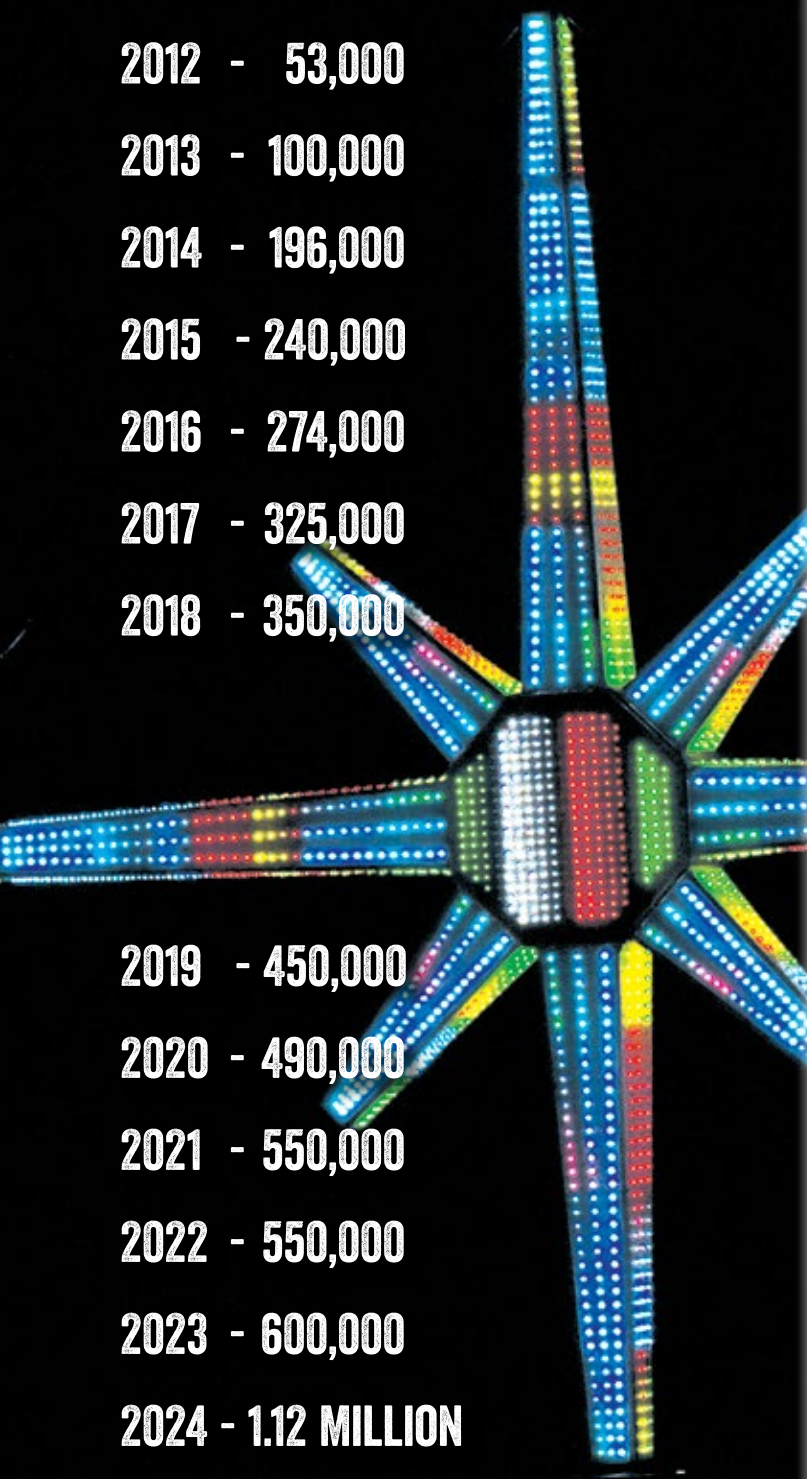
2021 - 550,000

2022 - 550,000

2023 - 600,000

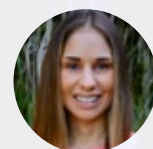
2024 - 1.12 MILLION

2025 - 1.13 MILLION



"Making Spirits Bright continues to be one Sheboygan County Food Bank's most impactful partners. Earlier in the year, they helped us soar past our Fund Food for Thought goal with a \$50,000 gift. This allowed us to secure important matching dollars and make sure kids in our community don't go without food on weekends. They also continue to grant us their venue for our Holiday Lights Hunger Run/Walk, our only event fundraiser each year that's key to providing awareness in the community and fueling our mission forward."

*— Lauren Smith, Director of Development and Marketing,
Sheboygan County Food Bank*



LEASE AN AMERICAN FLAG

Honor your country while supporting your community.



Become a subscriber; give a gift to a Veteran or to the special someone who has everything. For a tax deductible contribution of \$75 annually, members of the Rotary Club install a PVC sleeve in the soil below the grass mowing level in your front yard. A 3' x 5' flag will be delivered 3 days prior to a holiday and retrieved 3 days after the last holiday in the group. Examples are Memorial Day until Independence Day; Labor Day until after 9/11; and Election Day until Veterans Day. This schedule provides extended periods of time to enjoy the flag. Worn Flags will be routinely replaced.

You can start at any time. This is a great way for you to proclaim pride in our country while someone else takes care of the details.

Proceeds fund local scholarships.

Rotary
Sheboygan Rotary Club Foundation,
Inc. 

To sign up or for more information, contact Ron Van Rooyen ronvanrooyen@gmail.com

Ways to Donate to Making Spirits Bright

The founding objective and ongoing focus of the holiday lights show event is to collect food donations for Sheboygan County Food Bank. In addition there are other options to consider.

Best Food Items to Donate

With your help, we can make sure safe, nutritious food and other basic necessities get to our neighbors in need. When visiting Making Spirits Bright, please consider purchasing and donating the items below to help avoid the collection of expired food and provide Sheboygan County Food Bank with the most needed items:

- ❄ cereal
- ❄ canned tuna & chicken
- ❄ pasta
- ❄ canned fruit

Cash Contributions are Always Welcome

When completing the drive through our holiday lights show, the Racing Arches lead you right into the Magical Igloo where each night volunteers hold white pails for accepting cash contributions that support this event. Even if you aren't able to contribute, be certain to get a copy of the complimentary event booklet from those friendly people.

Online Giving Option

Many times people tell us they don't have cash when they attend the lights show. So, here's an alternative easy way to contribute: scan the QR code to go to our safe, simple, and secure online giving portal.



Thank You!



UNSCRAMBLE THE LETTERS TO DISCOVER HOLIDAY WORDS:

NIOKGSTCS _____

YMRER _____

NRGACOLI _____

CREEH _____

MEBDEREC _____

KEITFAURC _____

TOLESMITE _____

LENO _____

UTECNCKRAR _____

KJAC OFTRS _____

OYLAHID _____

ADRCs _____

CLDASNE _____

NLJGIE SBLEL _____

IDRNREEE _____

HNOTR EOLP _____

RSM SULCA _____

PHOKOSWR _____

ACYND NEAC _____

TNEBZLI _____

CSSTMRIHA _____

NHCEYMI _____

OCOSIKE _____

UHOLPRD _____

EEVSL _____

ERBGNRAEDIG _____

OTH ALHCETOCO _____

STANA _____

STEPNSRE _____

HILSEG _____



SCAN FOR ANSWERS



Happy
holidays



Because the
RIGHT *cheese*
matters®

Our family has been blessed and
are honored to give back. We are
grateful to our community for
all we have been given.

We wish you all
peace and
happiness during
this joyful
holiday season.

The
Grover Family
Foundation

