

FORTY YEARS, BRIGHTER THAN EVER

Forty years is a long time to keep a tradition shining.

But this year, Festival of Trees isn’t slowing down — it’s leveling up.

Every corner of the RiverCenter is carrying new energy, new partnerships, and new reasons to believe the magic Quad City Arts instills grows brighter with age.

The buzzword this year: intention.

We’re baking it into everything we do.

Throughout this 40 day series, you’ve seen what makes Culture Bright special — the stories, people, and purpose behind the sparkle. Now, that same intention is shaping the next chapter of the Festival itself.

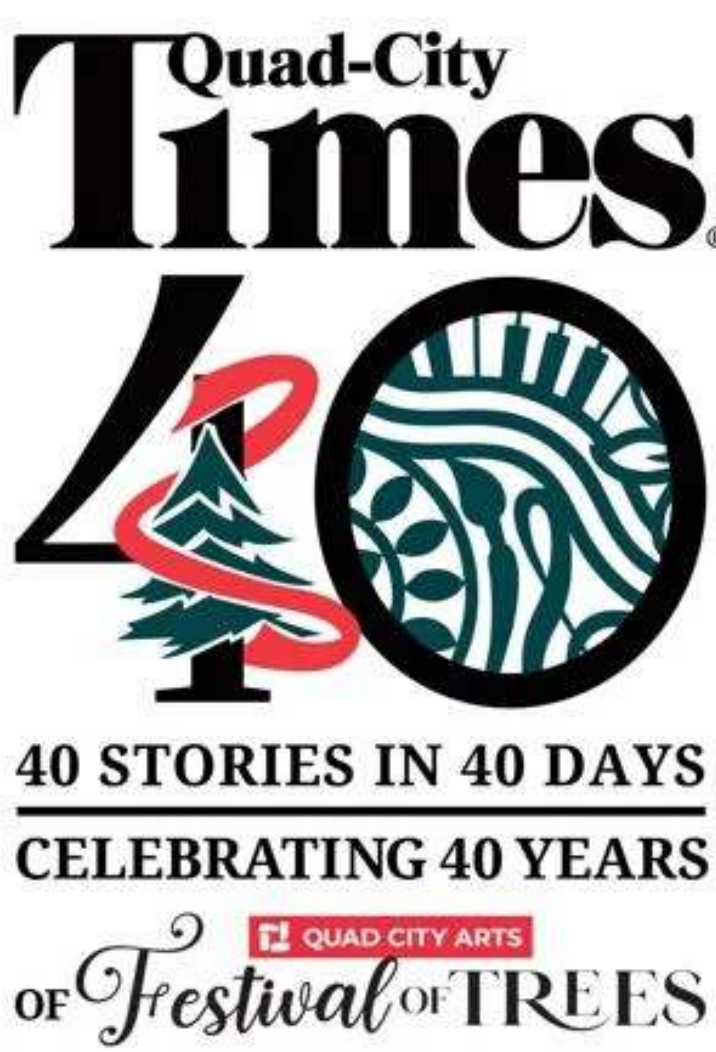
Culture Bright Lane	Culture Bright VIP Lounge	Culture Bright Neon Forest
New this year: Culture Bright Lane — a bold new stretch of trees, featuring our first-ever 9-foot showpieces. Why? Because homes, buildings, and expectations have grown taller — and the Festival is ready to grow with them. If the 7.5-foot height limit ever kept you from finding a tree that fit your space, that changes now. Culture Bright Lane showcases grand-scale trees designed by some of the Quad Cities’ most seasoned decorators — each one built to fill the new generation of vaulted ceilings and expansive rooms with wonder.	For those who help make it all possible — the sponsors, partners and Culture Champions — this year introduced a reimagined VIP Lounge. Created for comfort, creativity and connection, the lounge offered an exclusive space to slow down, toast the season and experience the magic up close — for one night only at the Premiere Party. If you didn’t go, I’m sure you heard about it. It was an epic showstopper. The only proper way to celebrate the 40th milestone.	Just across the river, our partners at the Quad City Botanical Center have kicked off “Winter Lights Powered by MidAmerican Energy Foundation” — featuring the season’s signature installation: the Culture Bright Neon Forest. The connection is intentional. Festival of Trees celebrates what happens inside our community’s walls; “Winter Lights” celebrates what happens outside them. Together, they light both sides of the river — a shared expression of art, partnership, and pride.

Partnership in Motion

Partnership is what keeps culture moving — and this year, Landjet, one of Iowa’s fastest growing small businesses, is literally driving that movement forward.

They’ve generously chauffeured the Culture Champions to both premieres: the Culture Bright Neon Forest on Thursday, November 20 at the Botanical Center, and the Festival of Trees Premiere Party on Friday, November 21, where the first-ever Culture Bright Lane was unveiled.

Their collaboration embodies what Culture Bright stands for: innovation, connection, and the belief that business and creativity thrive together. It is also testament to the notion that when you hear the words Culture Bright, it means that you don’t want to miss it. Where else do you see partnership like this?



The Next Forty Years

Forty years marks a milestone — but it also marks a new beginning.

The Cultural Trust’s investment ensures that every dollar raised this season doesn’t just fund the moment; it fuels the future.

The Festival has always been about joy.

Now, it’s also about legacy.

Whether you’ve been coming for decades or this will be your first visit, this year’s Festival promises more than beauty — it promises belonging.

Come see what forty years of creativity looks like when an entire community decides to go all in.