

Publicity Contacts:

Ellen Martin, Executive Director, First Night Monterey

831-373-4778 office

[ellen@firstnightmonterey.org](mailto:ellen@firstnightmonterey.org)

[www.firstnightmonterey.org](http://www.firstnightmonterey.org)

Wendy Brickman

831-594-1500 cell [brickman@brickmanmarketing.com](mailto:brickman@brickmanmarketing.com)

## **CSUMB student, Dara Leon, Wins Competition Button and Poster Image Contest with her colorful “Celebrate: New Year’s Eve Celebration of the Arts” as the First Night Monterey 2025 Theme**

November 18, 2024. Monterey, CA. CSUMB student, Dara Leon, has won the First Night Monterey 2025 “Competition Button and Poster Image Contest” with her colorful **“Celebrate: New Year’s Eve Celebration of the Arts”** as the First Night Monterey 2025 Theme.

Ellen Martin, Executive Director, First Night Monterey explains, “We are thrilled to celebrate the remarkable achievement of Dara Leon, a talented student from California State University, Monterey Bay! Dara has won the prestigious First Night Monterey 2025 Poster and Button Design Contest with her vibrant and colorful theme, “Celebrate: New Year’s Eve Celebration of the Arts,” “This is not just a win for Dara, but a proud moment for our entire community as we recognize the extraordinary talent emerging from our local institutions.”

As a 4th year Communication Design major, Dara is already making waves by creating promotional materials for First Night Monterey 2025, including eye-catching social media images and designing the First Night Monterey 2025 Official Program Guide. Her passion for crafting unique art and designs shines through in every piece, and she is excited to contribute her skills to such a lively and joyous local celebration. Dara views this opportunity as a stepping stone towards her future in publication and print, a design journey we are eager to support and follow.”

Ellen continues, “Let us also recognize the contributions of another CSUMB student, Daniel Meachum, who is enhancing our celebration as a sound/production intern. We

are thrilled to spotlight another remarkable individual who is currently pursuing a degree in Music Technology at California State University, Monterey Bay, specializing in live sound and studio engineering. Daniel recently completed a summer production internship for the prestigious Monterey Jazz Festival. As he prepares to graduate in the Fall of 2025 with a Bachelor of Arts in Music and Performing Arts, concentrating in Music Technology, we are excited to see him embark on a journey towards a Master's degree. This aspiration aligns with First Night Monterey's mission of nurturing creativity and artistic growth within our vibrant arts community. Together, these talented individuals embody the spirit of creativity and community that First Night Monterey fosters. Join us in celebrating Dara's and Daniel's artistic contributions and the vibrant arts scene in our community. We invite you to engage with First Night Monterey's festivities and witness the magic of local talent on display."

First Night Monterey 2025 to be held on New Year's Eve, Tuesday, December 31, 2024, with 9 Hours of Creative Interactive Activities, 25 Performing Groups with Live Music and Dance For The Whole Family. Details at [www.FirstNightMonterey.org](http://www.FirstNightMonterey.org).

### **About First Night Monterey Buttons**

Admission Buttons for First Night Monterey are not just your ticket to an incredible celebration of the arts; they are a heartfelt investment in our vibrant community. Available for purchase online through December 28th and at various retail locations until December 31st, these buttons ensure that you can enjoy the finest performances and artistic expressions our local and regional talent has to offer. By securing your button early, you not only save money but also gain exclusive access to a multitude of indoor performances, enhancing your New Year's Eve experience. Each button is a unique piece of original art, and your purchase directly contributes to the artists' fees, reflecting our commitment to inclusivity and support for the arts. You can conveniently find these buttons at all Monterey County Safeway locations, Andronico's in Monterey, and Grove Market in Pacific Grove. Join us in this cherished local tradition by purchasing your admission button today, and together, let's celebrate the arts and the spirit of our community!

First Night Monterey is dedicated to ensuring affordability for all attendees. With Adult and Youth buttons, as well as special online Family Pack savings, First Night guarantees inclusivity for everyone. Children under age 5 are free! Purchasing a button not only ensures your access to all venues but also directly supports the vibrant community arts and performances. Don't forget that First Night Monterey Buttons make exceptional stocking stuffers, Hanukkah, and Secret Santa gifts.

Buttons purchased online are not shipped and can be picked up at Will Call on December 30 and 31, 2024. Please bring your receipt with the confirmation number (printed or on your cell phone) and identification/purchasing credit card. A nominal handling fee per order applies. Buttons can be purchased on December 31<sup>st</sup> at several sites, too.

**ADULT BUTTON** (16 and older)

\$24 Early Bird Price thru December 10

\$28 Advance Purchase Price December 11 thru December 30

\$31 Full Price December 31 (Day of Celebration), available at Event

**YOUTH BUTTON** (6-15 years old)

\$14 Early Bird Price thru December 10

\$17 Advance Purchase Price December 11 thru December 30

\$20 Full Price December 31 (Day of Celebration), available at Event

***Children five and under are admitted free!***

FNM does not mail buttons; pick up your online-purchased buttons at Will-Call on December 30/31. Buttons may also be purchased at select local stores in December (locations to be announced) or may be purchased at the event. Buttons are non-refundable.

Online sales end on December 28th, after which buttons can be purchased at designated local stores or at the event.

For updates and additional information, visit [www.firstnightmonterey.org](http://www.firstnightmonterey.org).

**FIRST NIGHT MONTEREY ADMISSION BUTTONS GIVE ATTENDEES:**

From 3pm to midnight, multiple venues with 70+ Performances

4 Interactive Art Stations

Twilight Procession

Countdown-to-Midnight 2 Finale Performance!

9 Hours of fabulous Art, Music and New Year's fun!

First Night Monterey is supported annually by many outstanding sponsors including the City of Monterey, Arts Council for Monterey County, Montage Health Foundation, MST, MC Weekly, Safeway, Inc and individual donations. For more information: [www.firstnightmonterey.org](http://www.firstnightmonterey.org) or call 831-373-4778.