



MEDIA RELEASE

Niagara-on-the-Lake Prepares for Annual Christmas Parade

For Immediate Release

November 14, 2023

The Town of Niagara-on-the-Lake and its Christmas Parade Committee are excited to announce that the traditional Christmas Parade in Old Town is scheduled for Saturday, December 9, beginning at 11:00 a.m.!

"The Christmas Parade is a wonderful kickoff to the holiday season in Niagara-on-the-Lake, uniting families, friends, and our community in a magical way," stated Lord Mayor Gary Zalepa. "On behalf of Council, I extend a warm invitation to our community to come and enjoy our amazing Parade together."

As with previous years, the Parade will start at the intersection of King and Centre Street in Old Town and travel along Castlereagh, Wellington, Byron/Prideaux, Simcoe and Queen Streets. Stay tuned to <https://www.notl.com/recreation-events/community-initiatives-events> for a full Parade map.

"Year after year, the Santa Claus Parade brings the community together, sparking holiday cheer in everyone," stated CAO Marnie Cluckie. "A heartfelt thank you to Town Staff, the Parade Committee, and all our community partners who contribute their creativity to make the Parade's floats truly special. I look forward to seeing our streets filled for another highly anticipated Holiday Parade!"

Parade Buttons

Each year, the Christmas Parade Committee sells buttons in support of the Parade to offset some of the operating costs. The band's expenses are quite significant and are entirely funded by private donations.

Any commercial or private donations are greatly appreciated! Payments can be made to: Christmas Parade Committee, PO Box 100, Virgil, ON, L0S 1T0 or by drop off at the Town's Administrative Offices at 1593 Four Mile Creek Road, Virgil.

This year's Christmas Parade button was designed by a local artist and member of the Niagara Pumphouse Arts Centre, Gail Kerr. Thank you to Gail for the wonderful design! Buttons can be purchased at select locations throughout Niagara-on-the-Lake.

Participate

Join the fun and participate in the magic by entering a float in the Parade! It's an opportunity to showcase your creativity, spread holiday joy, and become an integral part of a beloved community tradition. Whether you're a local business, a community group, or just passionate about spreading cheer, we welcome your unique contribution to make this year's Parade truly special.

Those wishing to participate in the Parade are invited to submit a Parade Entry Form on the Town's website at <https://www.notl.com/recreation-events/community-initiatives-events>. Submission is free.

Parking



Those wishing to attend the Parade are reminded that parking is very limited on Parade day as certain streets will be closed. Please plan ahead when preparing to enjoy the day with your family and friends. A parking map is available at <https://www.notl.com/recreation-events/community-initiatives-events>.

We look forward to seeing you on Parade Day!

For immediate alerts, follow the Town of Niagara-on-the-Lake on [Facebook](#), [Twitter](#), and [Instagram](#).

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