

NEWS RELEASE

FOR IMMEDIATE RELEASE _____

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2011 Suffolk Holiday Parade Will Light Up the Night

SUFFOLK, VA (August 17, 2011) – The holiday season is just around the corner! The City of Suffolk is proud to announce that the 2011 annual Holiday Parade will mark the return to a brilliant nighttime event. The parade will take place on Saturday, December 10, 2011, stepping off promptly at 7:00 p.m.

Holding true to this year's theme, parade participants will "Light Up The Night With Holiday Spirit", adorning floats and displays with dazzling lighted themes. Groups taking part in the holiday parade include motorized units, equestrian units, marching units, floats and marching bands. And last, but certainly not least, Santa will make a grand appearance to the delight of everyone.

Embracing the spirit of the Holiday Season, and to incorporate our nighttime theme, we are encouraging all interested applicants to be creative when deciding how to make their unit "Light Up The Night". We are looking for units that are creative, festive, and will illuminate some of Suffolk's historic streets.

The Suffolk Division of Tourism will host a Parade Participant Workshop on Wednesday, October 26, to help participants with the creative process, as well as to provide instruction on how to illuminate their methods of movement.

The parade lineup will begin at 3:00 p.m. in the Riverview neighborhood area, encompassing parts of Western Avenue, Dumville Road, Fort Street, and Broad Street. Each unit participating in this year's parade will be judged; and prizes, including cash, will be awarded. Bands will be judged individually, in either non-academic or academic categories. Judging of the units will begin at 6:00 p.m. on parade day, with the winning units announced before the parade begins. If you wish to include your entry in the judging process, please be ready to present no later than 5:45 p.m. The panel of judges will consist of seven individuals who are active in the Suffolk community.

The judging categories and cash prizes are as follows:

- Best Marching Unit (Non-Band) (\$200)
- Best Animal Unit (*including equestrian*) (\$200)
- Best Float (\$200)
- Best Specialty Unit (\$200)
- Best Motorized Unit (\$200)
- Best School-Affiliated Band (1st Place, \$300, 2nd Place, \$200, 3rd Place, \$100)
- Best Non School-Affiliated Band (1st Place, \$300, 2nd Place, \$200, 3rd Place, \$100)
- Best in Show (\$200)
- Judges Award of Excellence (\$150)

While a parade is a fun celebration, rules and guidelines are implemented to assure safety while presenting ourselves in an entertaining way. This year's rules and guidelines are included with the Parade Application, which can be found at <http://www.suffolkva.us/holidays>. Please complete the application with care; your acceptance will be based on the information you provide. Two deadlines, accompanied by pricing incentives, have been imposed to ensure applications

are received on time. Applications received after the late deadline will NOT be accepted.

We sincerely hope to have you participate in this year's parade and look forward to making this year's event one of the best Suffolk has seen. While we want to encourage and incorporate as many units as possible, the deadlines will be strictly enforced. Should you have any questions while completing the Parade Application, please call (757) 514-7267.

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