



Media Advisory

San Jose Holiday Parade

For Immediate Release:

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Contact:

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ParadeFest Coordinator

The Fun Marches on to ParadeFest at Christmas in the Park ParadeFest to conclude San Holiday Parade weekend festivities

- What:** Entertainment from the San Jose Holiday Parade continues at Paredefest at Christmas in the Park with the Wells Fargo Battle of the Bands awards presentation, an exclusive meet and greet with special guests from the parade and live entertainment.
- When:** Sunday, December 3, 2006
11:00 a.m. – 7:00 p.m.
- Where:** Plaza de Cesar Chavez, located at Market Street between San Fernando and San Carlos Streets
- Who:** Free event for the general public
- Background:** Paredefest at Christmas in the Park, a free auxiliary event of the San Jose Holiday Parade, carries on the joy and excitement of the holidays following the parade.

Festivities will include: an exclusive meet and greet with parade special guests such as, the parade's Grand Marshal, Noah Gray-Cabey from NBC's #1 rated show, *Heroes*; Miss Teen USA 2006®, Katie Blair; and your favorite parade characters; a special live performance from ten-year-old, up-and-coming rapper, "Wesside"; musical entertainment from the top parade participants; free giveaways from the parade's honorary sponsors; a visit from the San José Fire Department Sharks Fire Engine; and many more fun activities for the entire family to enjoy. To conclude this eventful evening, the *Toys for Tots Program* presents a live concert from the United States Marine Corps Band. ParadeFest guests are encouraged to bring a new unwrapped toy to support the local *Toys for Tots Program*.

Recognized as one of the top 25 parades in United States, the San Jose Holiday Parade brings excitement and joy to downtown as it showcases giant helium balloons, beautiful floats, numerous marching bands, celebrity guests, Santa and much more. The San Jose Holiday Parade celebrates its 25th anniversary this year in the "Silver Season of Enchantment" on December 3, 2006 beginning at 8:30 a.m. in Downtown San José.

The San Jose Holiday Parade is a program of the City of San José Department of Parks, Recreation and Neighborhood Services in cooperation with Christmas in the Park, Inc. and NBC11, and is one of the many feature attractions of Downtown San José for the Holidays. For more information about the San Jose Holiday Parade, please visit www.sanjoseholidayparade.com or (408) 793-4170.

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