



# Calendar Listing

San Jose Holiday Parade

**For Immediate Release:**

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**Contact Information:**

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San Jose Holiday Parade

## **“Toys, Treasures and Traditions” fill Downtown San José**

**What:** The international, award-winning San Jose Holiday Parade takes to the streets of Downtown San José to ignite the season and invites the public to enjoy San Jose’s premiere holiday event, “Toys, Treasures and Traditions”!

**When:** Saturday, December 4, 2010

***Inflation Celebration***

On the corner of Market Street and Park Avenue, adjacent to the Tech Museum of Innovation.  
3:00 p.m. – 7:00 p.m.

Sunday, December 5, 2010

***Mrs. Claus’ Breakfast Nook presented by California Waste Solutions***

The Tech Museum of Innovation  
201 South Market Street, San José, CA 95113  
7:00 a.m. – 8:30 a.m.

***San Jose Holiday Parade***

Begins on Santa Clara Street and Delmas Avenue, near the HP Pavilion, proceeds east on Santa Clara Street to Market Street and concludes at San Carlos Street.

8:30 a.m. – 11:00 a.m.

9:00 a.m. – Broadcast live on NBC Bay Area

***ParadeFest @ Christmas in the Park***

Plaza de Cesar Chavez Park, located at Market St. between San Fernando and San Carlos St.  
11:00 a.m. – 7:00 p.m.

**Who:** Tickets for Mrs. Claus’ Breakfast Nook are \$15 for Children (3-12 years old) and \$25 (13 and over), available at [www.sanjoseholidayparade.com](http://www.sanjoseholidayparade.com)

All other events are free to the general public.

**Background:**

The San Jose Holiday Parade weekend is jam-packed with a variety of exciting events to jump-start the holiday season. Families are invited to take part in the festivities all weekend long.

The fun begins with the Twelfth Annual Inflation Celebration – a kick-off on the eve of the parade on Saturday, December 4<sup>th</sup> from 3:00 p.m. – 7:00 p.m. in Downtown San José. Come see the inflation of oversized helium balloons and dazzling floats; participate in children’s activities and great giveaways; and enjoy exciting live entertainment.

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Rise and shine early Sunday morning, December 5<sup>th</sup> to visit with Mrs. Claus and her furry friends at the Fifth Annual Mrs. Claus' Breakfast Nook, presented by California Waste Solutions from 7:00 – 8:30 a.m., just before the parade gets underway. Tickets are \$15 for children (ages 3-12) and \$25 for all other guests, ages three and under are free. Admission includes the special breakfast complete with visits from parade VIPs and costumed characters, premiere parade bleacher seating and special event memorabilia. All proceeds will benefit the San Jose Holiday Parade.

The San Jose Holiday Parade is the premiere event of this special weekend, and begins following the breakfast on Sunday, December 5<sup>th</sup> stepping off at 8:30 a.m., or can be seen live on NBC Bay Area beginning at 9:00 a.m. or streamed live at [www.nbcbayarea.com](http://www.nbcbayarea.com). Enjoy live performances by Ballet San Jose, Children's Musical Theater, Celeste Kellogg, the Peanuts gang from California's Great America, the Marine Corps Marching Band, giant helium balloons, dazzling floats and much more entertainment.

Immediately following the parade, join us at ParadeFest @ Christmas in the Park from 11:00 a.m. – 7:00 p.m. Festivities will include an exclusive meet and greet with parade special guests, musical entertainment from the top parade participants, free giveaways and sampling from the parade's sponsors and many more fun activities for the entire family. The exciting memorable weekend will conclude when the parade and the *Toys for Tots* Program present a live winter concert featuring the United States Marine Corps Band all the way from San Diego.

#### ***About The San Jose Holiday Parade***

The San Jose Holiday Parade is an event spectacle that brings communities and families together to celebrate the holiday season through entertainment, education, economic development, volunteerism and community spirit. A program of the City of San José, in cooperation with Christmas in the Park, Inc. and NBC Bay Area, it is recognized as one of the top 25 parades in the United States. The San Jose Holiday Parade brings excitement and joy to downtown, as it showcases giant helium balloons, beautiful floats, competitive marching bands, celebrity guests, Santa and much more. For more information, please visit [www.sanjoseholidayparade.com](http://www.sanjoseholidayparade.com) or call (408) 794-6200.

#### ***About The City of San Jose***

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley-the world's leading center of innovation. The city, the 10<sup>th</sup> largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, [www.sanjoseca.gov](http://www.sanjoseca.gov).

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