



# **Media Advisory**

*San Jose Holiday Parade*

**For Immediate Release:**

November 13, 2006

**Contact:**

San Jose Holiday Parade Headquarters, (408) 793-4170

## **San Jose Holiday Parade Wants To Hear *Your* Stories! Essay contest celebrates 25 years of San Jose Holiday Parade memories**

**Who:** San Jose Holiday Parade

**What:** The San Jose Holiday Parade is holding a short essay contest. This contest invites past parade goers to reminisce about a favorite parade moment! In celebration of its 25<sup>th</sup> anniversary, the San Jose Holiday Parade encourages everyone to submit their favorite parade memories from the past 25 years.

All ages are encouraged to enter this contest. Essays will be judged in the following levels: Kindergarten – 2nd grade; 3rd - 5th grade; 6th - 8th grade; 9th -12th grade; and Adult. The winner from each level will receive a Parade Producer's Gift Set, which may include official San Jose Holiday Parade items such as a collectible parade shirt, a stainless steel travel mug, a limited edition 25<sup>th</sup> anniversary lapel pin, and your very own parade seat cushion. The winner will also be entered into a drawing for the grand prize: a VIP Parade Package for four which includes Grand Stand seats, breakfast with official characters from the parade at the Mrs. Claus Breakfast Nook, presented by California Waste Solutions, and more!

**When:** *Tuesday, November 21, 2006*                      *Entries Due*  
*Friday, November 24, 2006*                      *Winners Notified*  
*Sunday, December 3, 2006, 8:30 a.m.*                      *San Jose Holiday Parade*

**How:** Contestants must download the official entry form at <http://www.sanjoseholidayparade.com/contest.shtml> and write a description of their favorite parade memory in 150 words or less. Entry forms must be submitted by fax at (408) 292-6435 or mail to: San Jose Holiday Parade, 200 East Santa Clara Street, San José, CA, 95113 by **Tuesday, November 21, 2006 (full instructions on entry form).**

**Background:** 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. 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 25<sup>th</sup> anniversary this year in the "Silver Season of Enchantment" on December 3, 2006 beginning at 8:30 a.m. in Downtown San José. For more information about the San Jose Holiday Parade, please visit [www.sanjoseholidayparade.com](http://www.sanjoseholidayparade.com) or (408) 793-4170.

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