



# Media Advisory

San Jose Holiday Parade

**For Immediate Release:**

November 14, 2007

**Contact:**

Nicole Morrison (408) 793- 5512  
Inflation Celebration Coordinator

## **Inflation Celebration Kicks Off Parade Weekend**

*San Jose Holiday Parade weekend festivities begin Saturday, December 1, 2007*

- Event:** Inflation Celebration is the pre-event kick-off to the 26<sup>th</sup> Annual Downtown San Jose Holiday Parade. This free holiday festival features live community entertainment, dazzling floats and the inflation of three giant helium balloons that will remain on display prior to the parade.
- When:** Saturday, December 1, 2007  
3:00 - 7:00 p.m.
- Where:** Downtown San José on Park Avenue adjacent to Market Street  
(Next to the Tech Museum)
- Who:** Free to the public
- Visuals:** Inflation Celebration will preview three floats that will appear in the San Jose Holiday Parade including Paramount's Cedar Fair Entertainment Company, Tales of the Seven Seas Shark Ship and the Christmas in the Park Holiday Train.
- Background:** The 8<sup>th</sup> annual Inflation Celebration will feature performances by the Tales of the Seven Seas pirate stunt show; Disney Channel singer Monét, and a performance by the Elite Scream Team. The event will also include appearances from the San Jose Giants' mascot, Gigante; and special balloon artist Clifton Gold.

Inflation celebration is one of the many auxiliary events associated with the San José Holiday Parade. 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 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 about the San Jose Holiday Parade, please visit [www.sanjoseholidayparade.com](http://www.sanjoseholidayparade.com) or call (408) 793-4170.

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