



Media Advisory

San Jose Holiday Parade

For Immediate Release:

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Contact:

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San Jose Holiday Parade Festivities Continue at ParadeFest@Christmas in the Park

What: The award-winning San Jose Holiday Parade takes to the streets of Downtown San José to celebrate its “Silver Season of Enchantment” and commemorate 25 years of holiday memories and family traditions.

When: Saturday, December 2, 2006

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 2, 2007

Mrs. Claus Breakfast Nook

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 NBC11

ParadeFest@Christmas in the Park

Plaza de Cesar Chavez, located at Market Street between San Fernando and San Carlos Streets

11:00 a.m. – 7:00 p.m.

Who: Tickets for Mrs. Claus Breakfast Nook:
\$10 for children (12 and under)
\$15 for adults (13 and over)

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 come take part in the festivities all weekend long.

The fun begins with the Eighth Annual Inflation Celebration -- a kick off on the eve of the parade on Saturday, December 2 from 3:00 p.m. – 7:00 p.m. in Downtown San José. Come see the inflation of oversized helium balloons, a showcasing of spectacular floats and special vocal performances by the Disney Channel’s rising-star, Monét; and local musical-sensation, Manuel Romero.

Then rise and shine Sunday morning December 2 to visit with Mrs. Claus and her friends at the Second 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 \$10 for children (12 and under) and \$15 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 2 beginning at 8:30 A.M. or watch it televised live on NBC11 beginning at 9:00 a.m. Come “Imagine. Discover. Experience.” this star-studded extravaganza featuring parade Grand Marshal, Mickey Mouse of the Disneyland Resort; an opening performance act by the world-renowned Cirque De Sroleil; Reed Diamond of NBC’s prime time show, *Journeymen*; canine pal Raggs from the new PBS television show, *Raggs*; a special live performance from 17-year-old, up-and-coming pop/rock star, Monét; and much more. Don’t miss out on all of the incredible talent and festive traditions at this year’s parade!

And the fun doesn’t stop there...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 and 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. The exciting and memorable weekend comes to an end when the parade and the *Toys for Tots* Program present a live winter concert featuring the United States Marine Corps Band from San Diego.

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. Celebrating its 26th anniversary this year, the San Jose Holiday Parade invites parade fans to “Imagine. Discover. Experience” the joy of the holiday season in Downtown San José. For more information about the San Jose Holiday Parade, please visit www.sanjoseholidayparade.com or call (408) 793-4170.

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