



Media Advisory

San Jose Holiday Parade

For Immediate Release:

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Look Who's Turning 25...

San Jose Holiday Parade celebrates 25 years of memories, traditions and enchantment on December 3, 2006

- 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:** Sunday, December 3, 2006
8:30 a.m. – 11:00 a.m.
9:00 a.m. – Broadcast live on NBC11
- Where:** 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.
- Who:** Free event for the general public.
- Background:** The 25th anniversary will be sure to thrill the thousands of parade goers that are drawn to this spectacular downtown event year after year. As vibrant floats and big brass marching bands make their way down the parade route, be prepared for a special appearance by the jolly ole’ man himself, Santa, as he arrives in grand style to Christmas in the Park bringing holiday cheer to those anticipating his arrival. Santa’s friend from NBC’s hit show *Heroes*, Noah Gray-Cabey, will make a special appearance as the 2006 parade Grand Marshal.

Ten-year-old Noah Gray-Cabey plays young genius Micah Sanders on the #1 rated show *Heroes* on NBC. Noah is a trained classical pianist and the founder of a foundation called “Action in Music” that broadens the horizons of inner-city children by bringing them to Africa to visit AIDS victims.

Also joining Santa will be the 2006 reigning Miss Teen USA®, Katie Blair; Nickelodeon® friends, Dora the Explorer™ and SpongeBob SquarePants™ from Paramount’s Great America; Peanuts characters, Snoopy™ and Charlie Brown™; and the renowned United States Marine Corps Band. Don’t miss out on all of the incredible memories and traditions at this year’s parade!

The fun begins with 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 on the corner of Market Street and Park Avenue, adjacent to the Tech Museum of Innovation. Inflation Celebration is a prelude to the annual parade in Downtown San José. Join us as oversized helium balloons are inflated, colorful and spectacular floats are showcased, and watch as our friends from the “Tales of the Seven Seas” enact a family-friendly pirate scene, which will be sure to capture your imagination with a duel on the high seas.

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Background

Continued:

Other special guests include: Clifford the Big Red Dog, Bunko Troop's Snow White and Prince Charming, and San José Giants mascot, Gigante. Enjoy live community entertainment, while enjoying fun activities and giveaways.

Visit with Mrs. Claus and her friends at the First Annual Mrs. Claus Breakfast Nook, presented by California Waste Solutions on Sunday, December 3 from 7:00 a.m. – 8:30 a.m., just before the parade gets underway. Tickets are \$10 for children (12 and under) and \$15 for all other guests. Admission includes the special breakfast, premiere parade bleacher seating and special event memorabilia. All proceeds will benefit the San Jose Holiday Parade.

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 such as, the parade's Grand Marshal, Noah Gray-Cabey from NBC's hit show *Heroes*; Miss Teen USA 2006®, Katie Blair; ESPY Best Action Sport Athlete Winner, Ryan Nyquist; 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. The exciting and memorable day comes to an end when the parade and the *Toys for Tots* Program presents 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, numerous marching bands, celebrity guests, Santa and much more. For more information about the San Jose Holiday Parade, please visit www.sanjoseholidayparade.com or (408) 793-4170.

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