



Media Advisory

San Jose Holiday Parade

For Immediate Release:
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Contact:
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Join Mrs. Claus and Parade Pals for Some Holiday Home Cooking ***California Waste Solutions presents Mrs. Claus' Breakfast Nook on December 3, 2006***

- What:** Mrs. Claus' Breakfast Nook presented by California Waste Solutions debuts in 2006 to kick-off the 25th Anniversary of the San Jose Holiday Parade.
- When:** Sunday, December 3, 2006
7:00 a.m. - 8:30 a.m.
- Where:** The Tech Museum of Innovation
201 South Market Street
San José, CA 95113
- Cost:** Free (ages 3 and under)
\$10 for children (ages 4 - 12)
\$15 for adults (ages 13 and over)
- Background:** Guests will join Mrs. Claus at an all-you-can-eat breakfast buffet and visit with Snoopy™, Curious George®, the Storm Troopers and other parade characters and special guests that will be in attendance. After the breakfast, guests will enjoy the 25th Anniversary of the San Jose Holiday Parade live from exclusive bleacher seats.

Tickets are free for children under the age of three, \$10 for children (ages 4-12) 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. In addition, guests are invited to bring a new unwrapped toy to drop off to the United States Marine Corp's Toys for Tots Program as you enter the nook. For more information or to purchase your exclusive tickets, please call (408) 793- 4170 or visit www.sanjoseholidayparade.com.

California Waste Solutions, Inc. (CWS) is a 15 years old, San Francisco Bay Area based, privately owned recycling and waste management company that has been servicing San Jose since 2000. CWS believes in on-going community involvement and ensures quality through sound customer service and strong company morale. CWS is dedicated to meeting every customer's needs in a cost effective and environmentally progressive manner. For more information about California Waste Solutions, please visit www.californiawastesolutions.com.

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 25th anniversary this year in the "Silver Season of Enchantment" on December 3, 2006 beginning at 8:30 a.m. in Downtown San José.

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. For more information about the San Jose Holiday Parade, please visit www.sanjoseholidayparade.com or (408) 793-4170.

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