



Media Advisory

San Jose Holiday Parade

For Immediate Release:

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Inflation Celebration

Celebration Inflates Excitement for Holiday Parade

Inflation Celebration kicks off the San Jose Holiday Parade weekend on December 2, 2006

- What:** Get a special sneak preview of the 2006 San Jose Holiday Parade at the 7th Annual Inflation Celebration. This fun-filled night features dazzling floats, costumed characters, fabulous giveaways and live community entertainment. Watch as three giant helium balloons rise above the streets of downtown San José and await their journey down the parade route. Join all of the parade excitement at this free holiday festival!
- When:** Saturday, December 2, 2006
3:00 p.m. – 7:00 p.m.
- Where:** Downtown San José
On the corner of Market Street and Park Avenue, adjacent to the Tech Museum of Innovation
- Who:** Free event for the general public.
- Background:** Kick off the “Silver Season of Enchantment” with the 7th Annual Inflation Celebration on the eve of the 25th anniversary of the San Jose Holiday Parade. 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 exhibited, 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. Enjoy a performance by the “South Bay Kids,” a non-profit youth singing troupe, who will sing a mixture of modern and classic holiday carols. 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 visiting with the parade’s honorary sponsors as they pass out free giveaways.

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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