



**THE CITY OF NIAGARA FALLS  
MEDIA RELEASE**

**Niagara Falls Santa Claus Parade - Saturday November 19, 2011  
Lots of New, Exciting Features Added to This Year's Parade!**

Friday November 4, 2011

For Immediate Release

**WHEN:** Saturday, November 19, 2011 from 10:45 a.m. until approximately 12:30 p.m.

**WHERE:** The Official Parade and the Pre-Parade begin on Victoria Avenue at Armoury and travel north on Victoria to Valley Way, east (right) onto Valley Way, east (right) onto Queen Street, ending at Erie Avenue, near Niagara Falls City Hall.

**This year's Parade will feature 28 amazing floats, 8 marching bands including Orchard Park High School Marching Band and so much more! Santa will be the "Grand Finale".**

This is the second year for the Pre-Parade, beginning at 10:45 a.m. It will feature special guests including the Hit Men Brass Band, Dreams Take Flight, Project S.H.A.R.E.(collecting food donations), Search and Rescue Niagara, and Niagara Region Waste Management Services!

**More NEW items!!** Watch for the awesome giant helium balloons - carried by members from the Niagara Falls YMCA Leader Corps, Niagara Regional Athletics and the Niagara Falls Jr. B Canucks!

**Free** Tim Hortons Hot Chocolate & Tim Bits at both City Hall and the Gazebo on Valley Way, and Free Hot Chocolate from Coffee Culture at their Queen Street location, while supplies last.

Canada Post will be collecting letters to Santa along the parade route. Please remind children to include their return address so Santa can answer their letters!

**After the Parade:**

- Meet & Greet with Santa in The Q Club on Queen from 12:30 - 1:30 p.m. The first 350 children to greet Santa will receive a FREE Teddy Bear courtesy of Paris Crepes Bistro.
- Youth Art Contest Awards - in the Historic Niagara Artistic Exhibition Center at 12:45 p.m.

Hundreds of volunteers, whose efforts are truly appreciated, dedicate their time and talents to building floats, and to making the 2011 parade a reality.

The City of Niagara Falls is proud to partner with the Downtown B.I.A. and Niagara College Broadcasting Students to bring the community this year's parade.

Special thanks to our generous sponsors for their support: 105.1 Ed FM, the new Z101, The Niagara Falls Review, OPG, Fallsview Casino Resort, TD, Maid of the Mist Steamboat Company Ltd., Talk Wireless, TVCOGECO, Zappi's Pizzeria & Pasta, Tim Hortons, Hatch Energy, Insurance Brokers Association of Niagara Falls, and our many local community sponsors!

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**For any questions regarding the Parade please contact:**

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