



City of Kerrville
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Holiday Lighted Parade Now Accepting Float Applications

Kerrville, Texas (September 29, 2014) – The Kerrville Main Street Program would like to invite everyone to join us for the 14th Annual Holiday Lighted Parade at 6:00 p.m. on Saturday, November 22, 2014 in downtown Kerrville. The Holiday Lighted Parade will officially welcome the holiday season, and most importantly the arrival of Santa Claus riding in his signature fire truck. Preparations are currently underway to mark this exciting event.

Applications for float entries are now being accepted. Applications with parade rules and regulations are available at City Hall located at 701 Main Street and online at www.mainstreetkerrville.com. The fee is \$15.00 per entry and all entries must be received by November 7, 2014.

The parade will commence at the corner of the G Street Bridge and Water Street. It will travel westbound on Water Street, make a right on Earl Garrett and will then end at the Kerr County Courthouse. The Courthouse Lighting Ceremony will serve as the finale. Entries

will line up at East Main and Clearwater Paseo and will travel down SH 27 before turning left onto Water Street for the start of the parade.

The parade began in 2001 and features businesses, non-profits, youth groups, auto and marching units. Typically there are over 85 entries and each entry will be completely lit for night-time viewing. For the fifth year in a row, cash awards will be given out for the category winners. First place in each of the four categories including Marching, Youth, Non-Profit and Commercial Business will be awarded \$150.00. Each participant will be judged by a panel of judges during the parade. The winners will be announced at the Courthouse Lighting Ceremony following the Holiday Lighted Parade and an announcement will be released to the area media.

The Holiday Lighted Parade will be fun for the whole family and everyone is encouraged to attend this festive event. Don't forget that downtown Kerrville has a free public parking garage so you don't need to worry about finding a place to park.

Anyone that is interested in serving on the Holiday Lighted Parade Committee to help produce this fun event may send an e-mail to ashlea.boyle@kerrvilletx.gov.

For additional information contact Ashlea Boyle, Special Projects Manager at (830) 258-1153 via e-mail to ashlea.boyle@kerrvilletx.gov or visit the city's website at www.kerrvilletx.gov.

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