

DOWNTOWN GARDEN CITY
SANTALAND

PARADE
Saturday, November 28 at 10am

PRESS RELEASE

Big things are already coming together for 49th Annual Downtown Garden City Santaland Parade, to be held Saturday, November 28 at 10am. Along with a new title sponsor (the Garden City Downtown Development Authority) and the new parade route (south on Middlebelt from Garden City High School, east on Ford and ending at the site of the Farmer's market) the parade now has it's own website: www.santalandparade.com. The website includes entry forms for participants to either fill out online or print off and mail in, the parade's rules and regulations, information about sponsorship opportunities, and photos and video highlights of last year's parade. According the parade committee member Dan York the site will be a great resource.

"We will be able to post maps and the parade order on the site at the last minute for participants, entries will be able to submit their forms online and save time and folks will know there is one stop clearing house for information on the parade."

The Downtown Garden City Santaland Parade also has announced it's theme for 2009. "A Children's Christmas." The top three floats using this theme will be awarded cash prizes. The most original non-float entry and the entry with the most participants will also be recognized. Participants are encouraged to register for the parade early.

The Santaland Parade will be holding a bowling fundraiser Friday, October 16 at the Garden Lanes on Warren Road in Garden City. The fundraiser will charge \$20 for three games of bowling, shoes, pizza and prizes. The event will also include raffles and Lucky Strike and Mystery games. Margo Ciecierski, another member of the parade committee, is heading up this effort. "I've participated in a couple of bowling fund raisers and they were lots of fun and a great way for a charity to raise money." To register for the bowling fund raiser contact Margo at 734-793-1662.

Fund raising is a huge part of the Santaland Parade and even though times are tough economically, the local businesses that support the parade have continued to be loyal. Along with the \$7,000 provided by the Downtown Development Association as part of

their title sponsorship, dentist Mark Barsamian, John Santieu from Santieu and Sons Funeral Home, John Fleming from Fleming Financial, Jets Pizza and the American Legion Riders have already committed to this year's parade.

A new contributor to this year's parade is the Community Coalition. The Santaland Parade is a committee of the Community Coalition which is 501c3 charity that works in Garden City to keep youth away from drinking, tobacco smoking and drugs. This is the first time that Coalition has made a cash contribution to the parade.

Other fund raising efforts include t-shirt sales this summer and the sale of knit caps and hoodies in the fall. Different t-shirt styles will be available at the DDA's Downtown Days August 7 and 8 and at Garden City City Hall and the DDA offices on Ford Road. The shirts are only \$15 and will be available in three styles. Also, Garden City Cougar t-shirts will also be available.

The Downtown Garden City Santaland Parade is also fortunate to be the official charity of the Downtown Days Garage sale and the prize dig that will be put on by Orin's Jewelers at the Downtown Days.

The Garden City Santaland Parade is put on by the Santaland Parade committee which consists of Kevin Kramis, Margo Ciecierski, Pat Squires, Donna Spiteri, Dan York and Monica Fulton.

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