



Downtown Garden City Santaland Parade Announces Theme for 2011, DDA Extends Sponsorship and Increases Involvement

Preparations are in full swing for the 2011 Downtown Garden City Santaland Parade. The 51st edition of the parade will be on Saturday, November 26 beginning at 10am. The theme of this year's parade is "An Old Fashioned Christmas." Participants should attempt to work this theme into entries. Entries using that theme will be considered for cash prizes again this year.

The Garden City Downtown Development Authority has agreed to extend their title sponsorship of the parade for another three years. The DDA will donate \$7,000 towards the operation of the parade that will pay for items such as police overtime, barricades, golf carts, sound systems and other operational needs. "There is no way that we would be able to continue the parade without the financial support of the DDA and the other great business people in Garden City who have continued to step up," said Dan York, one of the members of the all-volunteer Downtown Garden City Santaland Parade Committee. Along with their financial support Stacey Tobar, the acting director of the DDA and Kim Dold, the DDA's administrative assistant, have joined the parade committee.

The DDA will once again be putting on the Santaland post-parade event at the site of the Farmer's Market in the Garden City Town Center Parking lot. The festivities will include Santa receiving the key to the City and the opportunity for children to give Santa their Christmas wishes. The parade route will remain the same, beginning at Garden City High School, traveling south on Middlebelt, east on Ford Road and ending at Central.

During September, letters will be going out to all of the businesses in Garden City soliciting their financial support of this year's parade, especially those businesses that have been loyal supporters of the parade. Along with the title sponsorship of the DDA, the parade received large donations from Rockstarz Karaoke Bar and Grill (\$2,000) and Garden City Hospital (\$1,000). \$500 contributions were made by Santeiu and Sons Funeral Home, Gordon Chevrolet, Orin Jewelers, Garden City Medical Center, Dr. Mark Barsamian and Inkorporate Graphics. New this year, businesses will have the opportunity to sponsor the post-parade Santaland event and sponsorships of \$500 or more will include a mention on the DDA's radio commercials that will be heard on Fresh 100.3 WNIC radio the week before the parade. The deadline for sponsors to receive the mention on WNIC is November 1.

Participants can begin registering for the 2011 parade online by visiting the Downtown Garden City Santaland Parade website at www.santalandparade.com. Participants can either submit the form online or print the form off and send it in through the mail. The deadline to register to be a part of the parade is November 6.

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