



MEDIA RELEASE

FOR IMMEDIATE RELEASE

2019 Niagara Falls Santa Claus Parade

Niagara Falls, ON, November 1, 2019 – The 2019 Niagara Falls Santa Claus Parade will be held on Saturday, November 16, 2019, in downtown Niagara Falls at 11 a.m. Following the parade, Santa and Mrs. Claus will meet with children at Centennial Square in front of City Hall for photographs, face painting and a chance to ask questions and share wish lists.

The parade will feature 12 fabulous marching bands, including special guests: Collingwood Collegiate Community Marching, Philippine Heritage Band, Crash Rhythm, Downbeat Percussion, The Hit Men Brass Band, Orchard Park High School Quaker Marching Band, PK Hummingbird Steel Orchestra, the Grimsby Pipe Band, Niagara Militaires Alumni Drum Corps, TallBEAT, and the Vortex Winds. Also joining the parade are our local high schools, many colourful floats, inflatable snowmen, amazing stilt walkers, Spiderman, Captain America, and a giant, 25-foot inflatable Aladdin. Mrs. Claus will ride in on her very own float, and of course—Santa Claus!

The parade begins at 11 a.m., rain, snow or shine, on Victoria Avenue at Armoury Street, and travels north along Victoria Avenue, turning right onto Valley Way, then right onto Queen Street, ending at Niagara Falls City Hall. A map of the parade route and additional information is posted on the City's website at www.niagarafalls.ca/santa.

Niagara College Broadcasting Students will be hosting, filming and live streaming the Parade on the City's website at www.niagarafalls.ca. YourTV will carry the Parade live on Ch. 700.

During the Parade:

- The Salvation Army will be giving away free hot chocolate at Rosberg Family Park
- Tim Hortons Mobile Truck will be giving away free coffee and hot chocolate on Valley Way
- Free face painting, balloons and caricatures near City Hall
- Project SHARE will be collecting food donations along the Parade route
- Canada Post will be collecting letters to Santa along the parade route. Please remember to include a return address, so Santa can answer your letter!
- Enbridge Gas will be located along Ontario Street, north of Queen Street, and Monfries Rum Cakes and Back Country Coffee Co will be set up at the corner of Queen and St. Clair.

After the Parade at Niagara Falls City Hall:

- Meet & Greet with Santa and Mrs. Claus in a 30' inflatable igloo!
- Free face painting and caricatures and entertainment!
- Visit our sponsors: Brock Ford Sales, Renewal by Anderson, and Dr. Sehgal Family Dentistry.

Start your holiday shopping early in Downtown Niagara Falls!

The Niagara Falls Santa Claus Parade is an excellent opportunity to visit the restaurants and stores along Queen Street for your holiday shopping, dining, and entertainment. Don't forget to visit all the new art installations including the incredible piece by local artist Elaine Wallis, located at the corner of Queen and St. Lawrence. Elaine's artwork has 11 stores attached.

Also enjoy the St. Patrick's Church Annual Snowflake Bazaar from 9:00 am until 2:00 pm, located at 4673 Victoria Avenue. They will have a Silent Auction Table, Penny Table, awesome Bake Table, a hot lunch.....and more!

The Niagara Falls Santa Claus Parade will replay on Sunday, November 17 at 9:00 pm, and Saturday, November 23 at 1:00 pm. YourTV will include the Santa Claus Parade on their Video On Demand Channel, Ch. 602, available for Cogeco viewers across Ontario, to view on demand for the next few months.

The City of Niagara Falls is proud to partner with the Downtown B.I.A., to bring you this year's Santa Claus Parade. Special thanks to our participants, volunteers and generous sponsors for their participation and support! **Sponsors include:** 105.1 The River, Brock Ford, Downtown BIA, Hatch, Dr. Sehgal Family Dentistry, Lundy's Lane BIA, Niagara College, Niagara Helicopters, Niagara Peninsula Energy, Ontario Power Generation, Scotiabank, Studio 55 Digital, Talk Wireless, YourTV, Artista Design & Print, Allstate Insurance, Tim Hortons, Zappi's Pizzeria & Pasta, Niagara Air Bus, Insurance Brokers Association of Niagara Falls, The Niagara Falls Review, Niagara This Week, SNAP'd Niagara Falls, and many more!

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For any questions regarding the Niagara Falls Santa Claus Parade please contact:

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