



MCLEAN HOLIDAY PARADE SET FOR SUNDAY, DECEMBER 5 @ 4:00 PM

Early Registrants Are Guaranteed a Prime Place in the Parade Lineup

McLean, VA – September 15, 2010 -- The McLean WinterFest steering committee has been meeting since spring and plans are progressing smoothly for this year's WinterFest community parade. This year's parade promises to be the best yet: a longer route, a variety of free refreshments, and scheduled entertainment prior to the parade's start. WUSA-TV anchor Peggy Fox will call the parade again this year.

Groups interested in participating in the parade shouldn't wait until the last minute. Go to the parade Web site – www.mcleanwinterfest.org – and sign up. Once the registration form is completed, it can be faxed or mailed to the Steering Committee to guarantee a spot in the parade lineup. This year groups will be allowed a brief performance when they reach the parade stage, so planning needs to begin now. Promotional efforts for this year's parade will be greatly enhanced, thanks to a Fairfax County Neighborhood Enhancement Partnership grant of \$2,000. Banners and signs reminding residents of the parade will go up right after Halloween and remain up through parade day.

The parade route has been approved by VDOT and will be longer than last year, starting at Fleetwood Road and traveling down Chain Bridge Road to Brawner Street. That section of Chain Bridge Road will be closed from 3:45 to 6:15 PM on the day of the parade. There will also be parking restrictions along Fleetwood and Beverly Roads where parade participants will line up starting at 3PM.

A big benefit for businesses who help to sponsor the parade will be their company logos displayed on the parade stage; there will also be more promotional opportunities than last year. Donations are used exclusively to offset parade and promotional costs, along with a donation to Share of McLean after expenses.

The Greater McLean Chamber of Commerce will hold its traditional tree lighting on Holiday Island immediately following the parade. The Chamber's Reindog Pageant will be held on, Saturday, December 4th at Langley Shopping Center.

Questions about becoming a parade sponsor or about participating in the parade can be directed to Lynn Gulick (lynn.gulick@cardinalbank.com), Trish Butler (tbutler@sagecommunications.net), or Marcia Twomey (mtwomey@mcleanchamber.org). Reindog Pageant questions should be directed to Leigh Bowes (lbowes@mcleanchamber.org).

As of October 1st, there are only 65 days left before parade day!

For more information, contact Trish Butler, 703-917-0611 or tbutler@sagecommunications.net.