



## Gloucester Department of Community Engagement and Public Information

6382 Main Street

Gloucester, Va. 23061

804.693.5730 • [www.gloucesterva.info](http://www.gloucesterva.info)

---

March 4, 2020

FOR IMMEDIATE RELEASE

Contact: Quinton Sheppard

[qsheppard@gloucesterva.info](mailto:qsheppard@gloucesterva.info)

### Deadline Approaching to Participate in Daffodil Festival Parade

The deadline for entries taking part in the “Little Gem of a Festival” Mini Virtual Parade is Friday, March 12. The shoebox-size parade for this year’s Daffodil Festival will follow a similar format to the virtual Christmas and Holiday Parade that was organized by the Gloucester Parks, Recreation and Tourism Department in December. The parade will debut at 9 a.m. March 27 on the County’s website, social media, and cable channels 47 and 48.

All floats entering the parade should be the size of a rectangle tissue box or a women’s size 11 or men’s size 9 shoebox and should include the theme, “Daffodil Memories.” The maximum height for the float is 12-inches from the floor and the bottom of the float should be flat so it can be pulled along the platform for filming. Working wheels are okay, but not required.

“Even though we cannot offer the traditional in-person parade this year, we hope our community members will still help us celebrate the spirit of the full event by highlighting their memories of festivals past,” said Katey Legg, Director of Gloucester’s PR&T Department. “We had such innovative entries in our last shoebox size parade, and we’re hoping to see even more for this one.”

The bottom of each entry should be labeled with your name and phone number. The parade will travel left to right across the screen, so please decorate accordingly.

This year’s “A Little Gem of a Festival” is scheduled for March 27-28 and will be modified to help mitigate ongoing pandemic concerns. Due to COVID-19 regulations, this year’s festival will be unable to host live entertainment, food vendors and amusement. However, it will feature 40 hand craft and art vendors located in three market areas. Vendors will be spaced out within the Court Circle, along Carriage Court and in the green space behind the Gloucester Museum of History.

Festival hours will be Saturday, March 27 from 9 a.m. until 7 p.m. and Sunday, March 28 from 9 a.m. until 5 p.m. Festival guests will be required to pre-register for their festival visit. A total of 190 guests will be permitted per two-hour festival visit. Registration is free, still open, and can be taken through the Eventbrite link on the festival’s website, [www.daffodilfestivalva.org](http://www.daffodilfestivalva.org).

For more information about the festival and complete guidelines for the parade, visit <http://daffodilfestivalva.org/parade> or call the PR&T Department at 804-693-2355.