



Gloucester Department of Community Engagement and Public Information

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FOR IMMEDIATE RELEASE

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Gloucester's 2020 Holiday and Christmas Parade to be held Virtually this Year

Gloucester County's Christmas and Holiday Parade, "Hometown Holiday" will be held virtually this year due to the COVID-19 pandemic to ensure the safety of the public. Though the event will not be held in-person, public participation is still encouraged.

This year, participants are invited to decorate a shoebox-sized float for their group, organization, family, school, etc. These will then be filmed in front of a backdrop and will include commentary from an emcee, just like the real thing.

The parade will be broadcast on Gloucester Parks, Recreation and Tourism's Facebook page, (<https://www.facebook.com/GloPRT>) and the website (<https://www.gloucesterva.info/pr>) on Saturday, Dec. 5 beginning at 3 p.m.

To enter, visit the PR&T website and click on the "Hometown Holiday" graphic. An entry form must be filled out for each float. Floats must be dropped off at the PR&T office, located at 6382 Main Street by Tuesday, Dec. 1 at noon. All floats should depict this year's theme, "Hometown Holiday," and prizes will be awarded for the most creative interpretation.

Floats should be approximately 9"L x 4"H x 4"L (rectangle tissue box) to 12"L x 9"H a 9"W (women's size 11 or men's size 9 shoebox). The bottom of the float must be flat so it can be pulled. Working wheels are okay but not required. The parade will travel left to right across the screen, so participants are asked to decorate accordingly.

"The year 2020 has challenged us to come up with innovative ways to bring our community the much-loved traditions we all have to come to look forward to, especially during the holiday season," said Katey Legg, Gloucester's PR&T Director. "Even though we are unable to celebrate this tradition in-person this year, we hope you will consider celebrating with us virtually."

For more information, call the PR&T office at 804-693-2355 or e-mail prt@gloucesterva.info.

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