

Press Contact: Connie Reilley, Executive Director, Downtown Auburn BID
connie@auburndowntown.org
315.252-7874

Come Enjoy Downtown Auburn's 28th Annual Holiday Parade!

For Immediate Release Auburn, NY (11/18/14): Everyone loves a parade, and Downtown Auburn is a great place to see one. On Saturday, November 29th, the Downtown Auburn Business Improvement District and the City of Auburn will present Family Fun Day & the 28th Annual Holiday Parade. This parade is a popular custom, beginning at 6PM at the corner of East Genesee and Fulton Streets atop East Hill. It travels west along Genesee Street, through the heart of beautiful Downtown, and turns left at William Street. It continues around the City Parking Garage on Loop Road and ends at Memorial City Hall.

Approximately 50 businesses and community organizations will participate with floats, music and holiday performances. Past parade favorites include numerous area fire departments, Captain Jack & his Pirates for the Pantry ship, Skaneateles Dickens characters, the Knights of Columbus, and the always creative and over the top award-winning float by Cayuga-Onondaga BOCES. Cheer on your favorites, as participants compete for cash prizes in the top-three float competition.

“Chuck’s Views of Auburn” Art Banner Ceremony at the City Parking Garage at 2PM

Downtown Auburn has been graced with yet another public art installation, adding to the existing collection of painted murals, mosaics, sculptures and other decorative banners at various downtown locations. A new vinyl art banner, sponsored by BID, was installed on the City Parking Garage by the City’s Department of Public Works, on the curved brick stairwell tower on the William Street side. The 32’ long banner makes a big impact and draws attention to the structure. A public ceremony is happening on November 29th at 2PM, onsite where the banner is installed on the garage. Family Fun & the Holiday Parade will follow the ceremony.

Family Fun Day Activities

There will be plenty of free family activities happening before the parade, from 3 - 5:30PM at Exchange Street Plaza and Genesee Center. Take a horse-drawn wagon ride looping around Downtown from 2:30 – 5PM. There will be three large wagons this year, to accommodate more riders.

Inside Genesee Center, skillful artist Brad Cole will offer kids and families the experience of having their caricature done, and Maureen McEvers will offer face painting for the children. Parents, get a free photo ID for your child from the Cayuga County Sheriff’s Department. Local teachers and musicians Brad & Jen will be performing live holiday carols and songs for everyone’s enjoyment.

In the back area of the mall, Wild for Yogurt is offering \$1 cups of hot chocolate, hot apple cider & coffee. They will also be serving soup and chili that evening, and will have face mask painting for families, right outside their shop. Other Genesee Center tenants, Thirsty Pug Craft Beer & Market will have a selection of different gift baskets available, with an option to customize your own. They will also have gift cards available for purchase. Across the mall court, Excel Health and Wellness Nutrition Club will also be participating in Family Fun.

At 3PM and 4PM, children can enjoy holiday pirate stories read by Capt. Jack and help fill his treasure chest with donated canned goods for Calvary Food Pantry. DJ Jane Stebbins will be providing outdoor holiday music for people waiting on line for wagon rides. Also outside, Buffalo Wild Wings will set up a table with give-a-ways.

For parents, ABC Cayuga will have a hop-scotch game, holiday give-a-ways and information helpful to young families. Also inside the Genesee Center, people can learn more and sign up for Pango, downtown’s newest

mobile parking system. Pay for your parking session with your credit card account, via a smart or cell phone, and you will never need to feed coins into a meter or kiosk again. Winter weather is here, it's the perfect time to sign up!

The BID staff and board thank the Family Fun major event sponsors, Wegmans & Generations Bank, for their support in helping offering all of these family activities for free.

Groups Battle for Float Prize Money

For twelve years, the Downtown Auburn BID has offered cash prizes for the best parade floats. They are judged based on creativity, holiday theme, enthusiasm of those participating, and ability to identify the group/organization that created the float. The first place float is awarded \$150, second prize is \$100 and third prize is \$75. Winners are announced at the end of the parade, and then later announced in *The Citizen*.

Cayuga-Onondaga BOCES always creates the most amazing and technically challenging floats – that group has taken first prize in nearly every competition since its inception. BOCES always spends a great deal of time on their float, coming up with a variety of elaborate and festive set-ups. The Knights of Columbus give BOCES a run for their money – usually finishing in second place each year. Last year, Lakes Church live band float claimed first prize, and second place went to Girl Scout Troop #464, with BOCES in third! So, come out to see who wins - or if any of the other participants can capture the top prize.

As tradition, Santa Claus will arrive at the end of the parade. Afterward, Santa will visit with children inside the Genesee Center, adjacent to Exchange Street Plaza and the parade's finish line. Back outside, help commemorate the holiday season at the City's annual Tree Lighting Ceremony, held outside City Hall. This is always a crowd favorite that gets everyone in the spirit. From 6 – 7:30PM, Auburn Civic Band will perform from the City's showmobile stage on Loop Road, near the Garage. So, bring lawn chairs and enjoy the show.

Eat, Shop & Be Merry Locally!

While you're Downtown, why not make a whole day out of it? Purchase Christmas gifts at the many retail stores located Downtown. Before the festivities start, enjoy lunch at one of nearly two dozen restaurants and eateries, and after the parade, stick around for dinner as well. It's a great opportunity to show support for area businesses.

So, please join in the festivities and bring all your family and friends that are in town for Thanksgiving. Show them how attractive and active Downtown Auburn is now! For more information, please contact BID at **315.252-7874** or visit www.auburndowntown.org.

#