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## **Auburn Downtown BID Holiday Parade & Promotions** **NEW START TIME at 5PM**

For Immediate Release Auburn, NY (11/15/23): Saturday, November 25 at 5PM, come enjoy the 36<sup>th</sup> Annual Holiday Parade and float competition followed by the City's Tree Lighting Ceremony and visits with Santa and Mrs. Claus.

Everyone loves a parade, and Downtown Auburn is a great place to see one. This year, the parade is starting an hour early at 5PM, to allow for a safer line-up during daylight hours. This popular community tradition, begins at the corner of East Genesee & North Fulton Streets atop of East Hill. The route travels west along Genesee Street, through the heart of Downtown, and turns left onto William Street. It continues around the City Parking Garage on Lincoln Street and ends at Memorial City Hall.

### **Pre-Parade Family Fun from 2 – 5PM**

As lead up to the parade, the NYS Equal Rights Heritage Center will be hosting live musical performances by the Auburn Chamber Orchestra followed by the Julie Howard Trio. The children attending this event can join in on the fun offered by the Taste NY Market. Staff have planned special free holiday make & take craft activities. To take the chill out of the air, hot chocolate, coffee, mac & cheese and chili will be available for purchase. ERHC is the perfect spot to watch the parade and quickly transition to City Hall thereafter.

### **Groups Battle for Float Prize Money**

Cash prizes are awarded 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 will be announced following the parade at the Tree Lighting Ceremony by City Councilor Jimmy Giannettino.

Local businesses, schools and community organizations partake with floats, music, and holiday performances. Parade favorites include Skaneateles Dickens characters, the Ghost Busters of CNY, Ancient Order of Hibernians & Irish Crane Dancers, Aurelius Fire Department and the Grinch, Cayuga County Dairy Promotion, Southern Cayuga FFA and the Auburn High School Vanguard Marching Band. Some newcomers to the parade this year include Cayuga County Health Department, Auburn Pop Warner Cheer, L. Wilson Realty, Westminster Manor, and the Friends of Emerson Park. Cheer on your favorites, as participants compete for cash prizes in the top-three float competition.

As tradition, Santa & Mrs. Claus will be the featured highlight at the end of the parade, on the Healing H'Arts Equestrian Center's float. After the parade, come to City Hall steps for visits with Santa & Mrs. Claus. This is always a crowd favorite for children and their families. Again, this year, event expenses are generously sponsored by Tompkins Community Bank. BID also greatly thanks the City of Auburn for their partnership on hosting these long-standing community events.

### **Small Business Saturday**

Shop local on November 25, and support your downtown BID businesses. Find unique holiday experiences, discounts, deals and specials at boutique retail shops, restaurants, breweries and more.

**ATELIER Creative Studio:** Saturday book a holiday mini photo session at the studio. Choose from 3 local photographers and custom back drops. Sunday, bring your own photographer.

**Evolve CBD:** Enjoy 10% off all glass products, plus, for every \$100 gift certificate purchased, add an extra \$25.

**Hairlooms:** From Black Friday - Christmas Eve, for every \$50 gift certificate purchased, add an extra \$10 in services.

**3Leaf Tea:** Free gifts for the first 15 customers; buy 2 matcha bags get one free; plus drink specials & prizes.

**The Liberty Store:** From 10:30AM – 1PM receive 10% off all in-stock merchandise including brand names Carhartt, Levi, Lee, Red Wing, Wolverine & more.

**Melody's:** Receive a complimentary coworking day pass valued at \$30, redeemable through year-end with hospitality amenities; high speed internet; and discounts on event space rental fees. Plus, access to free and low-cost trainings with Women Business Centers, Chambers of Commerce, and professional associations.

**Moondog's Lounge:** For every \$25 gift certificate purchased, add an extra \$5. Black Friday live music performance by I Am Fool 7 - 10PM. Small Business Saturday live music performance by Mark Macri & the Funk Junkies 7 – 10PM.

**Moro's Table:** For every \$50 gift certificate purchased, add an extra \$5, plus enjoy half-off select glasses of wine.

**Next Chapter Brewpub:** Black Friday & Small Business Saturday 5 – 9PM, enjoy 25% off all merchandise; buy a 4pk of house beer, get a second 25% off. One free house beer pint with dine-in purchase of pizza & appetizer. Black Friday live music performance by The Rounds 7 – 10PM. Small Business Saturday live music performance by Petty Thieves 7 – 10PM.

**NYS Equal Rights Heritage Center:** Purchase “Meet Me in Auburn” merchandise like T-shirts, hats, and custom Eleanor Rhinehart History's Hometown products. From 2 – 5PM, enjoy a live music performance by Auburn Chamber Orchestra followed by the Julie Howard Trio.

**Taste NY Market:** Holiday shop for locally made goods and products, design custom or select from pre-made gift baskets, and purchase refreshments like hot chocolate, coffee, mac & cheese and chili. Children's holiday make & take craft activities offered from 2 – 5PM.

**Prison City North:** Saturday & Sunday from Noon – 6PM shop the Holiday Market with 50+ artisan vendors, live music, food trucks and holiday drinks.

**Reuse Refuge:** Shop is offering 20% off storewide merchandise from 11AM – 5PM; also visit their vending space at the Holiday Market at Prison City North.

**Sam's Shoe Service:** Purchase a \$50+ gift certificate and add another \$10 to it, plus many more in-

store specials.

**Shep's Brewing Co:** Purchase a \$50 gift certificate and receive a free pint. Spend \$100 and receive a \$20 gift certificate.

**Speno Music:** BOGO in-stock vinyl albums, plus purchase guitar packages for \$89 and ukulele packages for \$49, both with free private lessons.

### **BID Gift Cards**

For those friends & family members that are a challenge to shop for, purchase a BID gift card with 30+ participating downtown BID District businesses to support during the holidays & throughout the coming year. Stop in and visit the NYS Equal Rights Heritage Center front desk, or purchase a gift card online. <https://www.auburdowntown.org/gift-cards>

Thanksgiving weekend, come to downtown Auburn to shop, dine and ring in the holidays with festive & fun activities and community traditions! Visit <https://www.auburdowntown.org/> for more downtown Auburn info.

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