

For Immediate Release

November 24, 2015

NEWS RELEASE

Contact: Kara de Alvare
Marketing Coordinator, Downtown Holland
44 West Ninth Street, Holland, MI 49423
616-403-3211 | k.dealvare@cityofholland.com
www.downtownholland.com

**DOWNTOWN HOLLAND ANNOUNCES GRAND MARSHALS AND
ENTRY LINE UP FOR PARADE OF LIGHTS ON TUESDAY,
DECEMBER 1**

The annual Downtown Holland Parade of Lights will brighten Eighth Street next week Tuesday, December 1 beginning at 6:30 pm. Over 70 parade entries will illuminate Downtown Holland with thousands of twinkling lights during this highly anticipated event. The parade begins at the corner of Eighth Street and Columbia Avenue and continues down Eighth Street until it reaches the Eight Street Market Place, home of the Holiday Kerstmarkt.

Downtown Holland is pleased to announce that this year's Grand Marshals are Jennifer Pascua and Lauren Stanton, co-hosts of the new My West Michigan morning program and news anchors for WZZM 13. Stanton is a West Michigan native and a proud graduate of Central Michigan University, who has been with WZZM for over 15 years. Pascua has been with WZZM since 2010. She grew up in Illinois and began her broadcasting career in radio. WZZM 13 is committed to serving the local community and want to be your number one choice for news, information and entertainment programming.

The lineup for the Parade of Lights includes non-profit organizations, marching bands, local businesses and radio stations from across West Michigan. The main requirement for participating in the parade is decorating with lots of holiday lights, meaning that parade floats, commercial and passenger vehicles and even individuals themselves will all be decorated with sparkling lights from top to bottom.

The biggest highlight of the Parade of Lights, however, is always Santa Claus himself, who will arrive in Downtown Holland at the end of the parade. Santa will greet young and old alike at the conclusion of the parade at the Eighth Street Market, where the Holland Area Friends of Art will be hosting the Holiday Kerstmarkt. The Kerstmarkt is an open-air European Christmas Market, where vendors in historically crafted booths sell unique handmade gifts and holiday treats. Santa's reindeer will also be available at the Eighth Street Market Place for children to pet thanks to Reindeer Ranch.

To ensure the safety of the parade attendees, vehicles will be prohibited from parking downtown on Eighth Street between Columbia and Pine Avenues from 4:00 pm to 8:00 pm the day of the parade. Free parking will still be available in the parking lots on Seventh and Ninth Streets, at the Eighth Street Market Place, and on the Seventh Street Parking Deck. While parade marshals will be on hand along the parade route to assist with crowd safety, parents are reminded to keep a close eye on their children during the parade to ensure that they do not enter the path of the procession.

2015 Parade of Lights Line Up:

Town Crier
Parade of Lights Banner
American Medical Response
West Ottawa High School Marching Band
Grand Marshals (Parkway Electric Truck)
WZZM 13
Reindeer Ranch
City of Holland
DeGraaf Nature Center
West Ottawa Elementary and Middle School Dance
Corpus Christi Catholic School
Kids Hope USA
Dance Central Dance
South Olive Christian School
Holland Civic Theatre
Girl Scout Troop 4484
Girl Scouts of Holland
Seelye Kia of Holland
Cub Scouts Pack 3043

Cub Scouts Pack 2041
Cub Scouts Pack 3044
Crown Motors
Lakeshore Habitat for Humanity
Lakeshore Little People's Place
West Michigan Community Bank
Cornerstone Tabernacle
Macatawa Technologies
Mailloux Dentistry
Auto Body Xperts
The Salvation Army
Back to Health Chiropractic
Tulip Time Festival
American Red Cross – Ottawa County
Tulip City Beauty College
Suburban Inns
Holland Furniture
Boatwerks Catering
Lakeshore Toys for Tots
Velo City Cycles
Ditto Upscale Resale
Rainbow International Restoration Cleaning
Stout and Gordon Family Dentistry
Two Men and a Truck
Keller Williams Realty
Decadent Dogs
Worksighted
Buckaroos
WHTC/WYVN Midwest Communications
Community Action House
Vertical Church
Holland Hospital
Girlfriends Fit Club
Meijer Inc.
Lighthouse Baptist Church
Manpower Zeeland
Lanser Broadcasting JQ99 FM
Holland Board of Public Works
MediLodge of Holland
Ready for School

West Michigan Works!
Grand Haven HellKats
HES Equipment
Five Star Real Estate Lakeshore
General RV Center
Tim's Towing
Lakewood Construction
Elzinga & Volkers
Haworth, Inc.
Huizenga Redi-Mix
Holland High School Marching Band
Romeyn's Towing
Santa Claus (Parkway Electric Truck)
Holland Fire Department

Additional Information: [WEBSITE](#) | [FACEBOOK](#) | [TWITTER](#)

###