

PRESS RELEASE

Santa Claus is coming to town!

Applications being accepted for volunteers and parade entries

Bradford West Gwillimbury, ON (October 21, 2019) – Celebrate the holiday season with one of Bradford West Gwillimbury's favourite events – the Santa Claus Parade!

Watch the magic of the holiday season unfold before your eyes on Saturday, November 16, 2019 starting at 6:30 p.m. Parade entries from local community groups and businesses light up BWG, with families and friends gathering on the streets to enjoy the twinkling floats, music and entertainment.

The parade route begins at Bradford District High School (70 Professor Day Dr.), travelling east on Holland Street then south on Simcoe Road, ending at the Bradford and District Memorial Community Centre (125 Simcoe Rd.). Letters to Santa will be collected by volunteers at the beginning of the parade. Please address letters to Santa c/o the North Pole, H0H 0H0. South Simcoe Paramedics and their volunteers will be collecting donations of new, unwrapped toys.

It's not too late to join the parade! Applications for parade entries are being accepted until October 30. Apply online at www.townofbwg.com/SantaClausParade.

Volunteers are needed to assist with parade marshalling. Anyone who is interested in participating in this event and having a positive impact on the community can find out more about volunteering at www.townofbwg.com/volunteer.

This event is made possible thanks to the generous support of our sponsors, including Bayview-Wellington Homes, Oxford Learning Centre, Cericola Farms, New Roads Automotive, Smartway Trailer, Great Gulf, DG Group, Bradford Lions, Canadian Tire and many more.

For more information please visit www.townofbwg.com/SantaClausParade.

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