



NEWS RELEASE

Niagara-on-the-Lake Gets Ready to Celebrate the Season at the Annual Christmas Parade

For Immediate Release

October 24, 2024

The Town of Niagara-on-the-Lake and its Christmas Parade Committee are looking forward to the annual Christmas Parade in Old Town to be held on Saturday, December 14, 2024, starting at 11:00 a.m.

“Niagara-on-the-Lake shines brightest when our community comes together, and the holiday season is a perfect time for that,” said Lord Mayor Gary Zalepa. “The Christmas Parade is a wonderful tradition that brings us all together to celebrate the spirit of the season. If you’ve never experienced it, I encourage you to join us this year—it’s a heartwarming way to start the holidays and feel the strong sense of community that makes our town so special.”

The Parade will start at the intersection of King and Centre Street in Old Town and travel along Castlereagh, Wellington, Byron/Prideaux, Simcoe and Queen Streets. A copy of the parade route is available at <https://www.notl.com/recreation-events/community-initiatives-events>.

“The annual Christmas Parade is a cherished tradition in Niagara-on-the-Lake,” stated CAO Bruce Zvaniga. “This festive event draws visitors from near and far, and we invite everyone to come for the parade and stay to explore the charm of our town throughout the day. Thank you to the Christmas Parade Committee for their hard work in organizing this event year after year.”

Parade Buttons

The Town is excited to announce that this year’s Christmas Parade button has been beautifully designed by Trisha Romance, one of Niagara-on-the-Lake’s most beloved artists and the inaugural recipient of the Key to the Town. Known for capturing the heart and spirit of our town, Trisha’s involvement in this event adds a truly special touch. The button design will serve as a meaningful keepsake for all who purchase one, and we extend our heartfelt thanks to Trisha for lending her incredible talent to this year’s parade!

Buttons are sold each year to help offset the parade’s operating costs, particularly the significant expenses associated with the bands, which are fully funded by private donations. Your purchase directly supports the continuation of this beloved tradition.

Buttons are available for purchase at select locations throughout Niagara-on-the-Lake. Don’t miss your chance to own a piece of this year’s parade while supporting an important community event! More details coming soon at <https://www.notl.com/recreation-community/community-events/christmas-parade>.

Supporting the Parade

We greatly appreciate any commercial or private donations to support the parade. Donations can be made by sending payments to the Christmas Parade Committee at:

- Christmas Parade Committee, PO Box 100, Virgil, ON, L0S 1T0



- Alternatively, donations can be dropped off at the Town's Administration Building located at 1593 Four Mile Creek Road, Virgil.

Participate

Join the fun and participate in the magic by entering a float in the Parade! This is a great opportunity to showcase your creativity, spread holiday joy, and become an integral part of a wonderful community tradition. Whether you're a local business, a community group, or just passionate about spreading cheer, we welcome your unique contribution to make this year's Parade truly special.

Those wishing to participate in the Parade are invited to complete the Parade Entry Form on the Town's website at <https://www.notl.com/recreation-community/community-events/christmas-parade> by December 4, 2024. Submission is free.

Parking

Those wishing to attend the Parade are reminded that parking is very limited on Parade day as certain streets will be closed. Please plan ahead when preparing to enjoy the day with your family and friends. A parking map is available at <https://www.notl.com/recreation-community/community-events/christmas-parade>.

We look forward to seeing you on Parade Day!

For immediate alerts, follow the Town of Niagara-on-the-Lake on [Facebook](#), [Twitter](#), and [Instagram](#).

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