



BEVERLY HOLIDAY PARADE

Dear Holiday Parade Participant:

It is time for the 63rd Annual Beverly Holiday Parade! This year’s theme will be “Winter Wonderland.” This is the 63rd parade so let’s make it the BIGGEST!

All are welcome to join us in this ongoing holiday tradition. We love to see our regular participants, and would enjoy having some new groups with us on this great day.

We are looking for floats, marching units, musical units, antique vehicles, clowns, flags, large animals or anything you would like to enter in the parade. All entrees must stick to the theme. There is no charge to participate.

As is tradition, Santa Claus will arrive on his own float at the end of the parade. We ask that NO other Santa Claus be included in your display/float. We do this to avoid any confusion for the children. We also ask that if you are going to be throwing candy that you toss it lightly and toward the ground, not at the bystanders.

The Holiday Parade will take place on Sunday, November 28, 2010. The line up is at the Cummings Center located at 181 Elliott Street, Beverly. Parade kick off time is promptly at 1:30. Please be at the Cummings Center at 11:00 for line up and judging at 12:00

Please complete the form below and return it no later than November 5, 2010. If this form has come to you in error, and you are not the contact for the organization, please forward this letter to the new contact and inform me so I can update our records. Please share this form with others who might like to participate. Information regarding set-up and judging will be sent out about one week before the parade. Prizes will be awarded for the best floats in Commercial, Non-Commercial, Institutional and other categories.

If you have any other questions, please contact Wendy Kelley at 978-423-9968.

-----Please Return ASAP-----

Beverly Holiday Parade, c/o Wendy Kelley, P.O. Box 3330, Beverly, MA 01915

NAME OF ENTERING GROUP: _____

MAILING ADDRESS: _____

CONTACT PERSON: _____

TELEPHONE: _____

TYPE OF ENTRY (CIRCLE): Float Marching Unit Vehicle Band Drum & Bugle Other

Short Description of Entry: