



Press Release

Wednesday, November 4th, 2020

Re: Santa Claus Parade of Lights ~ Modified Event

Santa Claus Parade of Lights is an important and magical component of the annual Olds Fashioned Christmas celebrations. Businesses, organizations and individuals participate in this evening parade to salute the holidays and do so with creative light displays and floats that capture the spirit of the season. The change to an evening production occurred in 2004 when ORE and its volunteers wanted to celebrate this authentic parade in the evening spotlight. The Parade has grown to over 30 floats each year that showcase local business, non-profit organizations and recreation groups that engage families and spectators of all ages to enjoy.

This event requires significant administration and a tremendous amount of volunteer commitment to assure our parade goes and community guests remain safe at all times. ORE extends our sincere appreciation for the continued support and time given for this very important annual program. Organizations who have stepped up include Olds Rural Crime Watch, Olds Minor Baseball, Boy & Girls Club, Eagle 4-H Club, Olds Broncos, etc.

Due to recent Town of Olds assessment and consideration of COVID-19 restrictions, the Santa Claus Parade of Lights will be modified for 2020. Olds Fashioned Christmas committee will be moving forward with a light inspired program that will engage community residents in an alternate way. We are delighted to continue the production of the sold out **Country Wonderland Market November 20 – 21** and the **Winter Walk Through November 22** at ORE's Cow Palace.

We invite our community and greater region to tune in to the Olds Fashioned Christmas Facebook page where fun announcements will be made regarding the new **Celebration of Lights**. Fresh programming will be launched through this platform that will engage and excite residents of Olds!

Regards,

Olds Regional Exhibition
Olds Fashioned Christmas Committee