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FOR IMMEDIATE RELEASE

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**ANNUAL PARADE OF LIGHTS TO BRIGHTEN
DOWNTOWN HOLLAND THIS TUESDAY**

The tenth annual Parade of Lights will brighten the streets of Downtown Holland this Tuesday, November 27 beginning at 6:30 pm. Over 75 parade entries will illuminate Downtown Holland with thousands of twinkling lights during this highly anticipated event, making it the largest procession for Holiday Parade of Lights yet. The parade begins at the corner of Eighth Street and Columbia Avenue and continues down Eighth Street until it reaches the Eighth Street Market Place, home of the Holiday Kerstmarkt.

The lineup for this year's Parade of Lights includes non-profit organizations, marching bands, families, 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 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 on a Parkway Electric truck. At the end of the parade, Santa will greet young and old alike 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 authentic Dutch holiday treats. Santa's reindeer will also be available at the Eighth Street Market Place for children to see and pet as part of the reindeer corral, sponsored by Parkway Electric.

“Parkway Electric is pleased to expand our annual sponsorship of the Parade of Lights and be named as the exclusive sponsor of this year's event,” said Douglas Mitchell, Parkway Electric Chief Operating Officer. “We are excited to have the opportunity to bring this festive holiday event to Downtown Holland and invite the entire community to join us at the parade.”

To allow for a wider parade route, and 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.

The Parade of Lights lineup in order:

Town Crier
Banner
VFW Post #2144
West Ottawa High School
West Ottawa Dance Team
Grand Marshal -Parkway Electric
AMR
Chuck Murillo Family
Reindeer Ranch
City of Holland
Quality Car Wash
Careerline Tech Center
Holland Girl Scouts
Cub Scout Pack 3044
Crown Motors Central
Crown Motors II
Crown Motors LTD
WHTC & 92.7 The Van Radio
Miss Michigan Coed Jr. Teen
Corpus Christi Catholic School
Grand Rapids Griffins
PET MI -Holland
Qdoba Mexican Grill
Great Clips
Lighthouse ELA
Lakeshore Local First
Rent A Center
Double JJ Resort
Ditto Upscale Resale
Tulip Time Festival
Mailoux Dentistry
Bob Evans
The Edge Ice Arena
Last Stop Farm
Michigan Custom Signs
Meijer
Lanser Broadcasting - JQ99
West Michigan Lakeshore Association of REALTORS
The Salvation Army
Paul Kleinheksel
Providence Student Ministries
Rainbow International Restoration & Cleaning
Holland Moose Lodge #1116
Hair Masters

LAUP
Valvoline Instant Oil Change
The Wooden Shoe Restaurant
LifeQuest Church
GVSU Holland Campus
Oak Grove Resort Campground
GLK Innovations LLC
Potts Masonry
Lakeshore Toys for Tots
Holland Hospital
Gandolfo's Deli
Graafschap CRC
DeGraff Nature Center
Holland Recreation Elementary Dance Team
West Michigan Community Bank
Talsma Furniture
H&R Block
Dance Central Dance Company LLC
Ready for School
Macatawa Bank
Soaring High Balloon Adventures LLC
Tom Burri
Tunes 4 Tykes
Auto Body Xperts CARSTAR - Holland
DoubleTree by Hilton Holland
Holland Area Home School Robotics Team
Serafina's Italian Bar & Grille
Two Men and A Truck
Elzinga & Volkers
The Worden Company
Haworth Inc.
Holland High School Band
American Red Cross
Santa- Parkway Electric
Holland Fire Department

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

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