



# La Jolla Christmas Parade & Holiday Festival Foundation

May 5, 2021

Dear Community Supporter,

Time flies – this year will be the 65<sup>th</sup> Annual La Jolla Christmas Parade, but, as in previous years, we need your continued support to make it happen. Organizing the Annual Jolla Christmas Parade & Holiday Festival Event is a year-round effort requiring ever increasing funds to obtain a SD Special Events permit (barricades, insurance, trash, street sweeping, rentals, stage, tables and everything for view our stage activities), police and traffic control and other required costs. We also hope to raise funds to provide stipends to each of the marching bands. We have applied for the SD Special Events permit, so we are now required to secure our vendors and show ability to cover costs to obtain approval. Our goal is to raise \$85,000 in community donations, and we ask you to contribute now to meet rising costs for a safe event that meets all San Diego Special Events requirements.

This year the theme is *'The Spirit of La Jolla – 'Celebrating Hometown Heroes'*. The Parade begins at Girard and Kline at 1:30 pm on Sunday December 5<sup>th</sup>. The Holiday Festival will be from 11:30 am until 1:00 pm on Wall Street and features visits with Santa. We have asked NASA to allow us to honor Astronaut Jessica Meir, an SIO graduate, as a Hometown Hero, and for her to participate in the Holiday Festival, where she can meet local youth.

The Christmas Parade & Holiday Festival Event remains open to all free of charge. It is fully funded by private donations from individuals like you. The community is grateful for your support to this cherished tradition. Donations are made to the La Jolla Christmas Parade & Holiday Festival Foundation, an Arts and Education Charitable Foundation and a 501(c)3 non-profit corporation (EIN: 37-1646668). All contributions are fully tax deductible. Thank you for your **support**.

***Only with generous donations like yours will the Tradition continue!***

Ann Kerr Bache

Jack McGrory

Bill Kellogg

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