



La Jolla Christmas Parade & Holiday Festival Foundation

November 28, 2020

Dear Community Supporter

The good news is that we just were notified that we can hold our La Jolla Christmas Parade and Holiday Festival Event this year! It won't be our traditional parade with numerous entrants and spectators, but we aren't going to let COVID spoil our Holiday Spirit. We have worked with the County and Special Events office of San Diego and are able to provide as much of the event within the constraints of their recently issued guidance: Floats on Display; our Wonderful Flyover -and that very important visit from Santa in the Old Black Goose. It may be the only opportunity kids can visit and have Photos taken with Santa – socially distanced, of course.

'Celebrating the Cove in the time of COVID' is our theme this year which will be held December 6th from noon to four in the afternoon. Floats will be on display on Hershel and Classic Cars will assemble at the US Bank Parking Lot along with Santa in the Old Black Goose.

Kickoff is 1:30pm with the Flyover courtesy of Bill Allen and the Antique Aircraft Museum. The Parade of Packards will travel down Girard in front of Santa who will have his usual place riding in the Old Black Goose, courtesy of the La Jolla Beach and Tennis Club. In cooperation with the Athenaeum, Santa will sit on their Portico and entertain socially-distanced visits and photos with kids of all ages. The Holiday Festival will be virtual performances available on our website. We hope to livestream the event.

The Christmas Parade & Holiday Festival Event remains open to all free of charge. It is fully funded by private donations from individuals like you. We in the community are extremely 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.

We are working hard to hold a safe Celebration, but we need your help to make it happen. We are grateful for any support you can provide.

Only with generous donations like yours will the Tradition be allowed to continue!

Ann Kerr Bache

Jack McGrory

Bill Kellogg

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