



La Jolla Christmas Parade & Holiday Festival Foundation

April 16, 2019

Dear Community Supporter:

We hope that the 62nd Annual La Jolla Christmas Parade will be held this year, 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 secure the necessary barricades, insurance, trash, street sweeping, rentals (stage, tables and everything for view our stage activities), police and traffic control, and parade operations to obtain a SD Special Events permit. We also hope to again raise funds to provide stipends to each of the marching bands that make it possible for them to participate. Having applied for the SD Special Events permit we are now required to secure our vendors and show our ability to cover their costs when SD considers our application. To meet expenses our goal is to raise \$95,000 in community donations and we ask you to contribute **NOW** to help meet rising costs for a safe event that meets all San Diego Special Events Permit.

This year the theme is '*Christmas on the Moon*', commemorating the 50th anniversary of Neil Armstrong and Buzz Aldrin walks on the moon. We will be honoring a Parade Grand Marshal to lead off the Parade at Girard and Kline at 1:30 pm on Sunday December 8th. The Holiday Festival Stage Entertainment is planned from 11:00 am until 1:00 pm on Wall Street before the Parade and features local youth groups.

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. Thank you for keeping the Parade Marching.

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

See you at the Parade!

Ann Kerr Bache
Event Chair

Jack McGrory
Parade Co-Chair

Bill Kellogg
Parade Co-Chair