

For Immediate Release

Port Colborne's annual lighted Santa Claus parade

Dec. 2, 2019

WHAT: Since 2001 the parade has marked the beginning of the Holiday Season as an opportunity for families to watch Old Saint Nicholas rolling into Port Colborne. Kicking off at 6:30 p.m., hundreds of people line the parade route at night to watch the seemingly endless number of colourful floats lit with Christmas lights.

Beginning at Port Colborne High School and travelling south on Steele Street to Clarence Street the parade will then move east on Clarence Street to West Street. Making its way south on West Street to Charlotte Street, the parade will then travel west on Charlotte Street to end at the Market Square, in front of City Hall. Note: parking restrictions and road closures will be in effect.

Note: The parade route impacts the new Welland Transits bus route. Any buses scheduled to stop at City Hall between 5 – 9 p.m. on Saturday, Dec. 7 will be stopping/dropping off at the Port Colborne Public Library, 310 King Street.

Parking restrictions and road closures will also be in effect on Dec. 7.

The following areas will be closed to street parking and through traffic for staging the parade floats from 4 - 7 p.m., Saturday, Dec. 7, 2019:

1. Fielden Avenue from the southern limit of Killaly Street to the southern limit of Elgin Street; and
2. Elgin Street from the eastern limit of Steele Street to the western limit of Elm Street

The following areas will be closed to street parking from 4 - 9 p.m., Saturday, Dec. 7, 2019 to allow for safe pedestrian viewing of the parade from boulevards/sidewalks, as well as allowing the parade floats to move unrestricted throughout the parade route, and disperse at the end of the parade route at Charlotte Street and Catharine Street.

1. Clarence Street from the western limit of Steele Street to the eastern limit of West Street;
2. West Street from the northern limit of Clarence Street to the southern limit of Charlotte Street; and
3. Charlotte Street from the western limit of Elm Street to the eastern limit of West Street.

Throughout the parade route, there will be temporary barricade road closures at the following intersections to restrict through traffic onto the parade route as set out in 2019 Santa Clause Parade Route:

1. North and west intersections of Steele Street and Elgin Street

2. East intersection of Steele Street at Carter Street
3. East intersection of Steele Street at Park Street
4. East intersection of Steele Street at Tugboat Lane
5. West and south intersections of Steele Street and Clarence Street
6. North and south intersections of Fielden Ave. at Clarence Street
7. North and south intersections of Elm Street at Clarence Street
8. North and south intersections of Catharine Street at Clarence Street
9. North and south intersections of King Street at Clarence Street
10. North and east intersections of West Street at Clarence Street
11. South intersection of West Street at Charlotte Street
12. North and south intersections of King Street at Charlotte Street
13. East and north intersections of Charlotte Street and Catharine Street

Parade route map attached.

King George Park will light up the downtown core prior to the parade's start, sponsored by Allison's Department Store. Niagara Face Painting will be set up in King George Park to paint kids' faces for free. A photo booth will also be set up in the park.

In partnership with Port Cares, the Port Colborne Fire Department will be collecting unwrapped toys and non-perishable food items along the parade route.

Canada Post will be collecting letters for Santa. It is important children address their letters to:

SANTA CLAUS
NORTH POLE, HOH OHO
CANADA.

It is also important that children write their RETURN address for Santa to respond!

The Mayor's float will be showcasing the winning designs of the 2019 Christmas card contest. The winning designers are: Maria Gonzalez, Ryleigh Huneault, Mercedes Allen, Nathan Saltarelli, Kaelyn Laramée, Ksenia Rungi-Ruston, and Ashton Anderson.

Returning this year, parade entries are being judged and there is a "People's Choice" category. Parade goers are encouraged to PORTicipate & cast their vote for their FAVOURITE float after the parade. To vote visit http://portcolborne.ca/page/Christmas_in_Port_Colborne. Participants that vote for their favourite float will be added into a draw to win a prize too, thanks to Canadian Tire. Voting closes Monday, Dec. 9 at 10 a.m.

Entries are also judged by a panel of community members, including Councillor Angie Desmarais, Betty Konc, President of the Downtown BIA, Cheryle Davidson, a representative from the Port Colborne Optimists Club, Brandon Warby from 91.7 Giant FM and Eryk Trickett from Country 89.1.

Categories are: Business; Community Group/School and Musical and criteria include lighted, themed, spirit and creativity.

Afterwards, children are welcome to visit with Santa and enjoy fair trade hot chocolate at the Guild Hall.

Parade attendees can expect to see 56 floats:

Media Advisory

1	Port Colborne Fire - Full time
2	Port Colborne Volunteer Fire
3	Mayor & City Float
4	Port Colborne Fair Trade Committee
5	MP Vance Badawey
6	POCOMAR
7	Friends of the Port Colborne Lighthouses
8	Portal Village Retirement Home
9	Auto Know Parts
10	Notre Dame Drumline & Pom Corps
11	La Boite A Soleil
12	2 nd PC Scouts
13	Port Colborne Lions Club
14	Port Colborne Lioness
15	West Seneca Marching Band
16	Bikers Rights Organization
17	W2 Dance Studio
18	Crime Stoppers of Niagara
19	Niagara Paramedics
20	The Lock Wood Fired Pizza
21	Search and Rescue Niagara
22	MPP Jeff Burch
23	NLCC Victory
24	Port Colborne Girl Guides
25	Lakeshore Catholic High school
26	Canadian Niagara Power
27	Niagara Antique Power Association
28	Wave Girls Hockey
29	Niagara Falls BMX Park
30	Port Colborne High school

31	Bodners Market
32	Port Colborne Welland & District Shrine Club
33	Sherkston Shores Resort
34	Port Colborne Sailors Peewee Rep
35	Murdoch Tire and Automotive
36	Christian Life Assembly
37	Port Colborne Optimist Club
38	Niagara Regional Minor Football Association
39	Merrittville Speedway
40	Quad Niagara ATV Club
41	Over the Rainbow/Carnivore Cupboard/Bridget's
42	Port Colborne 79 Lynton Davies Air Cadets
43	Dance Expressions
44	Sir John Colborne Youth Soccer Club
45	Tender Cuts
46	Welland Transit
47	Giant FM/Country 89
48	Port Colborne Feline Initiative
49	Bremfield's & Erie Muffler and Brake
50	J. Robitaille Trucking + Dain City Recreation Committee
51	Property Guys
52	Tow N Go Concrete
53	K Motion
54	Frosty the Snowman
55	Canada Post
56	Santa Claus

Special thanks to parade sponsors:

Santa's Sponsors: Scotiabank, Canadian Tire, CIBC, Brandon's No Frills, Sherk Timber Mart, and Newport Signs.

Santa's Helpers: Sid Grabell Contracting

Silver Bells: Enbridge Gas Distribution and Desjardins.

Lighted Tree Sponsor: Allison's Department Store



PORT COLBORNE

Media Advisory

About City of Port Colborne

Located on the south coast of the scenic Niagara Region, Niagara's Port of Call has found the perfect balance – successful industrial and commercial sectors, comfortable and scenic residential areas, white sand beaches, unique culinary choices, the world class Sugarloaf Marina, fishing, golfing, trails, shopping districts along the historic Welland Canal and an energized festival and entertainment scene that includes live theatre – truly a community that adds to the overall Niagara Experience.

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