



La Jolla Christmas Parade & Holiday Festival Foundation

February 2024

Dear Community Supporter,

Time flies, and we are gearing up for the 68th Annual La Jolla Christmas Parade. We are once again reaching out to you for your continued support to make this event a reality. Organizing the Annual La Jolla Christmas Parade & Holiday Festival Event is a year-round effort that demands increasing financial resources. We must secure an SD Special permit, covering expenses such as barricades, insurance, trash removal, street sweeping, and rentals. Additionally, we aim to provide stipends to our dedicated marching bands. With our SD Special Events application in progress, it is crucial that we demonstrate our ability to cover these essential costs to obtain the final approval. Your support is essential as we navigate rising expenses while ensuring a safe event that complies with all San Diego Special Events requirements.

This year's theme, 'Palm Trees and Poinsettias ~ A California Christmas' promises a delightful spectacle for all. The parade will commence at Girard and Kline at 1:30 pm on Sunday, December 8th, and Holiday Festival will open at 11:30 am to 1:00 pm and after the parade until 4:00 pm.

The Christmas Parade & Holiday Festival Event remains a community gem, open to all, free of charge, thanks to the generous donations of individuals like you. All contributions are to the La Jolla Christmas Parade & Holiday Festival Foundation, an Arts and Education Charitable Foundation, 501(c)(3) non-profit corporation (EIN: 37-1646668); ensuring that every donation is full tax-deductible.

With your support, we move one step closer to making this year's event possible!

Jack McGrory
Parade Co-Chair

Bill Kellogg
Parade Co-Chair

Ann Kerr Bache
Event Chair