



La Jolla Christmas Parade & Holiday Festival Foundation

La Jolla Christmas Parade

Girard Avenue

SUNDAY Dec. 3rd 1:30 pm



Original Art "Castles in the Sand" by Tom Browning

'Christmas on the Coast'

Holiday Festival 11:30 am - 4:00 pm

Visit Santa's Village - Entertainment

1008 Wall Street in front of the Athenaeum Music & Arts Library

www.ljparade.com



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Welcome to the 67th Annual La Jolla Christmas Parade & Holiday Festival "Christmas on the Sand." Our theme celebrates our coastal Institutions and individuals who have been making La Jolla a jewel for more than 100 years. As Grand Marshal we honor our Miramar Marines represented by General Michael Borgschulte, 3rd Marine Aircraft Wing, Air Station Miramar. Our Civic Marshals are the La Jolla Lifeguards represented by Lonnie Stephens. Our Traditional Marshal is Jana Mazurkiewicz Meisaroshi, Founder and Director of Yiddishland CA. Our Cultural Marshal is the La Jolla Playhouse, represented by Christopher Ashley and Debbie Bucholtz. Our Education Marshal is UCSD, represented by Chancellor Pradeep Khosla, and Our Military Marshal is Mt Soledad Memorial Association, represented by Neil O'Connell.

The Parade starts with an amazing Flyover, courtesy of the Antique Aircraft Museum and Bill Allen, who created this wonderful tradition more than 40 years ago. Traveling the route will be dozens of floats, bands, marching units, equestrians, and vintage vehicles, the 'Parade of Packards', fire engines, and Beauty Queens. A special feature of the Holiday Festival this year, is Santa's Village, brought to us by the generosity of the Kiwanis Club of La Jolla. It includes visits with Santa, arts and crafts and interactive activities courtesy of Birch Aquarium, The Museum of Contemporary Art San Diego, the La Jolla Riford Library, La Jolla Youth Robotics. An educational exhibit provided by Yiddishland California returns this year and an outdoor kids play area created by My Gym La Jolla will be joining again this year. Amazon Fresh will be at the Holiday Festival providing information and coupons.

This event is funded by community donations from businesses, and residents. Please consider a donation to help keep the parade marching. It is made possible by the Christmas Parade and Holiday Festival Committee who dedicate countless volunteer hours to make the Annual event the best ever! Special thanks and Mike Cynthia-Adams Carlin (Parade Directors) for their many years of service and expertise to insure smooth operation and a safe and fun event for the whole family and community. It would be nearly impossible for a volunteer organization to organize this complex event without expert administrative and IT support. DMB created and maintained the lparade.org website with online information, check-in, and automated emails to volunteers

and participants. He worked very long days to do this while dealing with changes, questions and special requests. Day of parade he is the information center communicating last minute changes to our coordinators. The Parade and Festival would not be possible without Jack McGrory and Bill Kellogg, Parade Co-chairs who have helped raise the funds to support this La Jolla Christmas Parade and Holiday Festival Foundation event for many years. But this year the parade and festival would not have been possible without our very Special Christmas Angel – Dianne Bashor. She responded to our last minute plea by donating critical funds needed to secure vendors to obtain our permit. We are extremely grateful to her and to all our donors and sponsors who responded to our requests to keep our La Jolla tradition alive. Entries span from the border to north county; about 80 percent of the entries are returning, and we are welcoming 20 percent new.

Ann Kerr Bache, President

Charles Hartford, Vice President

The La Jolla Christmas Parade and Holiday Festival Foundation



Ann Kerr Bache
Event Chair



Charles Hartford
Vice President



Jack McGrory
Parade Chair



Bill Kellogg
Parade Chair

La Jolla Christmas Parade & Holiday Festival Foundation Honorary Marshals

GRAND MARSHAL



Major General Michael J. Borgschulte,
*Marine Corps Air Station Miramar Commanding General,
Third Marine Aircraft Wing*



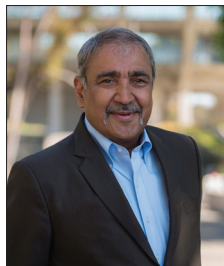
Jana Mazurkiewicz
*Meisarosh, Yiddishland
California
Traditional Marshal*



Lonnie Stephens,
*San Diego Lifeguards
Civic Marshal*



Debbie Bucholtz &
Christopher Ashley,
*La Jolla Playhouse
Cultural Marshal*



Pradeep Khosla,
*UC San Diego
Education Marshal*



Neil O'Connell,
*Mt. Soledad Memorial
Military Marshal*



2023 CHRISTMAS ANGEL

We extend our deepest gratitude to our "Christmas Angel," Dianne Bashor, who made the 67th La Jolla Christmas Parade & Holiday Festival possible. Dianne's generosity and commitment will enable the La Jolla and surrounding communities to bask in the festive spirit, celebrating the season with joy and unity. Without her invaluable contribution, this remarkable event wouldn't have been possible. Her belief in our vision transformed the holidays into a time of shared laughter and cherished memories for all. Our heartfelt thanks to Dianne Bashor for illuminating our community with her kindness and making this celebration a reality.

Special Guests



Todd Gloria
Mayor, City of San Diego



Joe LaCava,
Councilmember
District 1



San Diego Police
Department,
Northern Division



Dan McAllister,
SD County Treasurer,
Tax Collector



Mike Schaefer,
CA State
Board of Equalization

Parade Sponsors

Dianne Bashor, Christmas Angel



Founders' Circle Donors*

Crystal Pier

Hotel & Cottages

Claudia & Willis Allen

La Jolla Beach & Tennis Club

La Valencia Hotel & Spa

Papa Doug & Geniya Manchester

Jack McGroary

Darlene Marcos Shiley, in memory of Donald Shiley

The Vortmann Family

Willis Allen Real Estate



Parade Sponsor

Kiwanis Club of La Jolla

Florence Riford, La Jolla Community Fund

at The San Diego Foundation Grant,

administrated by Rotary Club of La Jolla



Festival Sponsors

Kevin and Sherry Ahern

Amazon Fresh

John & Karin Donaldson

Thomas & Jane Sudberry

Leo & Emma Zuckerman



Art & Education Sponsor

Bowers Jewelers

Robert & Nina Doede

Gail Forbes

Christopher Sickels



** We are grateful to all our donors
and to our new Founders' Circle Donors
who have pledged Annual Donations
to keep the parade marching.*



Youth Sponsors

Annette & Dan Bradbury
Flocke & Avoyer
The Gold Family
William & Tricia Kellogg
La Jolla Golf Carts
John Michaelsen
Kathryn Murphy



Website Sponsor

Scott & Betsy McClendon



Band Sponsors

La Jolla Town Council
Park La Jolla Apartments
Warwick's



Float Sponsors

Adelaide's
Amber Anderson
Blanchard, Krasner & French
Frederick de la Vega
Anne Evans
John E. Graul
Warren & Louise Heenan
Kiska Higgs
Charles & Maureen King
Irene McCann & Family
Trisha Riha
Mark & Dale Steele
Sunrise Rotary of La Jolla

Santa's Helpers

Walter & Susan Allen
David Bengston
Bradley & Sheila Black
Gaylyn Boone
Mary Bull
Eddie DeVall
Julie Fiss
Orrin Gabsch

John & Anne Gilchrist
Dave & Mary Helen Ish

Sheila Keegan

Las Patronas

Law & Motion

Maureen Murphy

Patricia Nussbaum

Betty-Jo Petersen

Kristi Pieper

Russ Reinbolt

Barry Rosenbush

Paul Siegel

Sierra Club

SD Seal Society

Rick & Susan Sparks

Alfred & Susan Vandendriessse

The Association for the City of LJ

Jim & Anne Waddell

Stephen & Stephanie Williams

WindanSea Surf Club

Howard & Kristy Zatkun

Our Helpers

Copy Cove
Girard Gourmet
Kiki's Alterations
La Jolla Nurses Homecare
La Valencia Hotel

2023 Committee and Volunteers

Foundation President/Event Chair, *Ann Kerr Bache*
Foundation Vice President and Secretary, *Charles Hartford*
Parade Directors, *Mike Carlin & Cynthia Adams Carlin*
Parade Operations, *Rick Dagon, Eric Fletcher, Casey Irwin, David Irwin*
Holiday Festival, *Brooke Baginski*
Parade Announcers, *Ron Jones*
Parade Script Editor, *Tom Bache*
Banner Coordinator, *Tom Bache*
Pre-Parade Flyover, *Willis Allen and the Antique Airplane Association*

Parade Coordinators

Awards and Trophies, *Gail Forbes*
Bands and Beauty Queens, *Cynthia Adams-Carlin*
Equestrians, *Heather Daum*
Floats and Safety, *Eric Fletcher*
Information Booth, *Charlene Boyl*
Marching Units, *Cynthia Adams-Carlin*
Marshals and VIPs, *Ann Kerr Bache*
Project Management & Digital Content, *DMB*
VIP Reception, *Mayra Nunez, Kiki Henry, Cindy McGowan*
Vehicles, *Diane Gormsen*
Scout Liaison No Park Flyers, *Brent Estep, Troop 506*
Scout Liaison Banners, *Casey Robinson, Pack 4 & Troop 4*



Parade Day Volunteers

Parade Operations, *Steve Carlin, Roger Carlin, Dan Irwin, Matt Kuczkowski, Kayla Ricker, Mike Seitz*
Special Guest Announcer, *Sherry Hernandez (San Diego's KyXy 96 FM)*
Parade Announcers, *Ron Jones, Cathy Jones, Cody Petterson, David Talcott, Jeff Chasan, Cynthia Chasan, Jake Chasan, Bill Podway, Cody Decker, Matt Van Meeteren, Craig Schniepp, Jordin Morrow, Edward Sanchez, Stacey Thomas*

Parade Entrants

Flyover

Willis Allen and the
Antique Airplane Association

Bands

La Jolla Country Day School Marching Torreys
La Jolla High School Viking Marching Band
Madison High School Marching Band
Mariachi Sol de Southwest Middle School
Mission Bay Montessori Academy
Southwest H.S. Island Steel Drum Band
Standley Middle School Band
The Army and Navy Academy Atkinson Warrior Band
The Cameron Highlander Pipe Band
UC San Diego Band and King Triton
University City High School 'Centurion Sound' Marching Band
& Color Guard
West Hills High School Blue & Black Brigade

Beauty Queens and Princess

Alpine Pageant Ambassadors
California Cinderella
Miss California CYE 2024 and her Court
Miss Coastal Cities, Miss Beach Cities &
Miss West Coast 2023-2024 Titleholders
Miss Military Star Organization
Miss Poway Scholarship Pageant
Miss Rancho Bernardo Scholarship Program Queens

Canine Unit

Canine Companions
La Jolla Loves Pets Foundation
San Diego Golden Retrievers

Equestrian

Carlynnne Allbe and one of her wonderful miniature Pinto horses
Fables & Friends Equestrian Club with Sioux Corporation
La Jolla Village Montessori School
Scripps Miramar Saddlebred Horses
Victorian Roses Ladies Riding Society

Fire Engine

La Jolla Sunrise Rotary

Floats

All Hallows Academy
American Legion La Jolla Post 275
FOCAS (Friends of County Animal Shelters)
Forjadores Latinos
Ooh La La Dance Academy, Inc
Railway Museum in Campo
Stella Maris Academy
Windansea Surf Club

Lifeguard Boat

San Diego Lifeguards

Marching Units

Altus Schools- California Cadet Corps
Bay Park Girl Scouts
Dan McKinney YMCA Adventure Clubs
Girl Scouts of the Pacific Jewel Service Unit
Grupo Folklorico Herencia Mexicana
La Jolla High School
Play Hard Dance Company
School of the Madeleine Girl Scouts Troops
Scout Troop 506 of La Jolla
Stella Maris Academy Cheer Squad
The Museum of Contemporary Art San Diego
Tide Baton Twirling
UC San Diego Cheerleaders and Athletes
Wa-kushmaa



Vehicles

Goodwill San Diego, Jim McInerney Real Estate, La Jolla Golf Carts, La Jolla Kiwanis, La Jolla Meals On Wheels, La Jolla Presbyterian Church, La Jolla Town Council, Las Patronas, Liana's My Realtor 1954 Restored Chevy Farm Truck, Little Love Designer Children's Consignment Boutique, Middleton Team | eXp Realty, San Diego Model A Ford Club, San Diego's KyXy 96.5, Sierra Club Seal Society, Sons of Union Veterans of the Civil War, San Diego Chapter, Sons of the American Revolution, Soroptimist International of La Jolla - Best for Women, Sun and Surf edition Bentley Continental GTC in Celeste Blue, SunHouse Student Ministry, Unarius Space Cad, Veterans of Foreign Wars and Auxiliary District 1

VIP

La Jolla Concours D' Elegance / Amber Anderson,
Sotheby's International Realty
Relative Pitch Quartet (Pre-parade serenades)
Santa Claus & Mrs. Claus

VIP Vehicles

L1960 Cadillac Convertible|Driver: Denis Tarakjian MD
1964 Pontiac GTO Convertible|Driver: JC Dumas
1965 Pontiac GTO Convertible|Driver: John Wilkinson
1968 Cadillac DeVille Convertible|Driver: Scott Melcer
2018 Porsche Turbo S Cabriolet|Driver: John R. Donaldson
83 Zimmer|Driver: LT Col Robert Eldridge
BMW 8 Series White Convertible|Driver: Corey Permann
Mercedes-Benz 560SL Roadster (Mercedes-Benz Club) |Driver: Carol Ross
Old Black Goose
Packard Club of San Diego
Red Duesenberg Replica|Driver: LT Col Robert Eldridge
1934 Packard 4dr Convertible Sedan|Driver: Tom Ohara
1990 Jaguar Convertible|Driver: Mike Nadeau



2023 Holiday Festival
Sunday, December 3th, 2023

Santa's Village

11:30 am - 4:00 pm

Visits with Santa

11:30 - 1:00 and 3:30 pm - 4:00 pm -

Parade Start

1:30 pm

Kiwanis Santa's Village

Arts & Crafts, Science & Play

Birch Aquarium

FOCAS - Dog Adaptions (Friends of County Animal Shelters)

LJ Historical Society

LJ Robotics

My Gym Children's Fitness Center,

Museum of Contemporary Art,

SD Riford Library

Yiddishland CA

Visits with Santa



ALLEY

HOLIDAY
FESTIVAL MAP
"SANTA'S VILLAGE"

DECEMBER 3RD, 2023
11:30 AM - 4:00 PM

BIRCH
AQUARIUM
VAN

TABLE

MUSEUM OF
CONTEMPORARY
ART SD

RIFORD LIBRARY

LJ HISTORICAL
SOCIETY



FOCUS
DOG
ADOPTIONS



SANTA'S
WORKSHOP
TENT 2

LJ
ROBOTICS

YIDDISHLAND CA



RUDOLPH'S
BARN
TENT 1

AMAZON
FRESH

SANTA
CHECK-IN

VISITS WITH
SANTA

MY GYM
CHILDREN'S
FITNESS

ATHENAEUM

SIDEWALK

SIDEWALK

GIRARD AVE



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Parade Map

1:30pm - 4:00 pm

