



# LA JOLLA CHRISTMAS PARADE & HOLIDAY FESTIVAL

March 2026

Dear Community Supporter,

We are excited to begin planning for the 70th Annual La Jolla Christmas Parade and Holiday Festival. This year's theme, A Village Christmas – Celebrating 70 Years of Holiday Tradition, marks an important milestone for our community and for one of La Jolla's most beloved holiday traditions. The parade will take place on Sunday, December 6, 2026, and we look forward to welcoming families, neighbors, visitors, and local businesses for a festive day in the Village.

Planning the La Jolla Christmas Parade and Holiday Festival is truly a year-round effort that requires significant coordination and financial resources. Like previous years, we must secure City of San Diego Special Event permits and cover essential expenses such as barricades, insurance, street sweeping, trash removal, and equipment rentals. We also strive to provide stipends to our wonderful participating marching bands. Beginning our fundraising earlier this year allows us to demonstrate that we can meet these obligations and continue producing a safe, well-organized community event that meets all San Diego Special Event requirements.

For our 70th anniversary celebration, we are also working to enhance the Holiday Festival experience. One exciting addition we are exploring is a festive Christmas Market featuring local vendors, seasonal treats, and holiday shopping for families to enjoy before and after the parade.

The Christmas Parade and Holiday Festival remains a free community event thanks to the generous support of individuals and businesses like you. Contributions to the La Jolla Christmas Parade and Holiday Festival Foundation, donations are 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  
Event Chair