



La Jolla Christmas Parade & Holiday Festival Foundation

March 2023

Dear: Community Supporter

Time flies – this year will be the 67th Annual La Jolla Christmas Parade, but, as in previous years, we need your continued support to make it happen. Organizing the Annual La Jolla Christmas Parade & Holiday Festival Event is a year-round effort requiring ever increasing funds to obtain a SD Special Events permit (barricades, insurance, trash, street sweeping, rentals), police and traffic control and other required costs. We also hope to raise funds to provide stipends to each of the marching bands. We have applied for the SD Special Events permit, so we are now required to secure our vendors and show ability to cover costs to obtain approval. We need your support to meet the rising costs for a safe event that meets all San Diego Special Events requirements.

This year the theme is *'Christmas on the Sand'*. The Parade begins at Girard and Kline at 1:30 pm on Sunday, December 3rd. The Holiday Festival opens at 11:30 am on Wall Street and features visits with Santa from 11:30 am to 1:00 pm and from the end of the Parade until 4:00 pm.

The Christmas Parade & Holiday Festival Event remains open to all free of charge. It is fully funded by donations from individuals like you. The community is 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 your **support**.

With your help, we'll be one step closer!

Jack McGrory
Parade Co-Chair

Bill Kellogg
Parade Co-Chair

Ann Kerr Bache
Event Chair