

FOR IMMEDIATE RELEASE

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Join the Fun at the UBS Parade Spectacular Annual Holiday Balloon Parade on Sunday, November 23, 2014 at 12PM

STAMFORD CT, November 21, 2014 – The holiday season will officially kick-off in Stamford Downtown on November 23rd with the 21st annual UBS Parade Spectacular presented by Stamford Town Center and The Advocate/Hearst Media. Hosted by Stamford Downtown Special Services District and featuring 16 giant helium balloons, the annual parade is one of the largest of its kind in the country.

Parade step-off will be on Sunday, November 23 at 12 Noon. The parade proceeds down Summer Street to Broad Street to Atlantic Street, just a few short blocks from the Stamford Metro-North Railroad Station. Every year about 200,000 spectators from around the region line the streets of Stamford Downtown for an up close view of the family-friendly festivities.

Fans will not want to miss the Balloon Inflation Party sponsored by Point72 Asset Management on Saturday, November 22 from 3 – 6 p.m. on Hoyt Street at Summer Street. Parade goers will get a glimpse of the Xpogo Stunt Team and Locust Performing Arts Center as well as costumed characters and so much more as the balloons come to life. This pre-parade party is fun for the entire family!

The parade will feature giant helium balloons, accomplished marching bands, fabulous floats and hundreds of volunteers. Late Show with David Letterman personality Alan Kalter will return for the eleventh year as the parade's Master of Ceremonies at the grand stand. Connecticut Governor Dan Malloy will be Grand Marshal in the UBS Parade Spectacular in Stamford Downtown.

Planned highlights of the parade include two new balloons – Abby Cadabby, and Shrek. Returning favorites include: Big Bird, Elmo, Mr. Potato Head, Billy Blazes, Bob the Builder, Red from Fraggle Rock, Cat in the Hat, Super Grover, and more. Stamford Downtown is thrilled to welcome The Xpogo Stunt Team - an extreme pogo performance team who can jump over 9 feet in the air while throwing down flips and incredible tricks. The streets will also be filled with music, all the way from Butler, PA the 247 members of the Butler Golden Tornado Marching Band will be performing on parade day.

Don't let the parade pass you by! The Parade is accessible by car, bus, and train. Free parking is available, and the parade concludes just a few short blocks from the Stamford Metro-North Railroad Station providing frequent service from points north and south. Come early for the best viewing seats, and while you're in Stamford Downtown visit one of 68 fabulous restaurants that are open on parade day.

For photographs and more information call 203-348-5285 or to see what's happening in Stamford Downtown please visit www.stamford-downtown.com or follow us @BalloonParadeCT.

About The Stamford Downtown Special Services District:

The Stamford Downtown Special Services District is responsible for creating, managing and promoting a quality environment for people, which enhances the economic vitality of Stamford Downtown.

www.stamford-downtown.com

About UBS

UBS draws on its 150-year heritage to serve private, institutional and corporate clients worldwide, as well as retail clients in Switzerland. Its business strategy is centered on its pre-eminent global wealth management businesses and its leading universal bank in Switzerland, complemented by its Global Asset Management business and its Investment Bank, with a focus on capital efficiency and businesses that offer a superior structural growth and profitability outlook.

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