

FOR IMMEDIATE RELEASE

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Save the Date: Join the Fun at the UBS Parade Spectacular Annual Holiday Balloon Parade Set for Sunday, November 22, 2015

STAMFORD CT, October 1, 2015 – The holiday season will officially kick off in Stamford Downtown on November 22 with the 22nd annual UBS Parade Spectacular. The parade is one of the largest of its kind in the country, with 18 giant helium balloons and over 200,000 spectators annually. This year marks UBS's 10th anniversary as title sponsor of the event, which is presented by Stamford Town Center and The Advocate/Hearst Media, and hosted by Stamford Downtown Special Services District.

A press conference with a special photo opportunity and balloon training will be held on Thursday, November 12, 12:00 P.M. at Latham Park on Bedford Street in Stamford. Volunteer Balloon handlers, representatives from Stamford Downtown Special Services and Title Sponsor UBS will gather to announce details of the parade. Full media kits will be provided. Please save the date.

Planned highlights of the parade include a new balloon of the beloved animated character Daniel Tiger. Returning favorites include: The Very Hungry Caterpillar, Big Bird, Elmo, Mr. Potato Head, Paddington Bear, Scooby-Doo, Shrek, Super Grover and more. In addition to the procession's signature balloons, the streets will also be filled with fabulous floats, dance groups and 11 marching bands, including the Sacred Heart University Marching Band, the NYPD Emerald Society Pipe & Drum Band, The Saints Brigade Drum & Bugle Corps, and high school groups from Stamford, Westhill, Trumbull, Brentwood and Harrison. Television personality Alan Kalter will return as the parade's Master of Ceremonies at the grand stand for his 12th year.

The parade is scheduled to begin at noon on Sunday, November 22 at the intersection of Summer Street at Hoyt Street and conclude on Atlantic Street, just a few short blocks from the Stamford Metro-North Railroad Station. On the eve of the parade, Point72 Asset Management will host a Balloon Inflation Party on Saturday, November 21 from 3-6 p.m. at the intersection of Hoyt Street and Summer Street in Stamford Downtown. The pre-parade event will allow spectators a behind-the-scenes look at the balloons as they come to life. Music, parade talent and cartoon characters will greet and delight spectators.

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](https://twitter.com/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 is committed to providing private, institutional and corporate clients worldwide, as well as retail clients in Switzerland, with superior financial advice and solutions while generating attractive and sustainable returns for shareholders. Its strategy centers on its Wealth Management and Wealth Management Americas businesses and its leading universal bank in Switzerland, complemented by its Global Asset Management business and its Investment Bank. These businesses share three key characteristics: they benefit from a strong competitive position in their targeted markets, are capital-efficient, and offer a superior structural growth and profitability outlook. UBS's strategy builds on the strengths of all of its businesses and focuses its efforts on areas in which it excels, while seeking to capitalize on the compelling growth prospects in the businesses and regions in which it operates. Capital strength is the foundation of its success.

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