

## 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 20, 2016**

STAMFORD CT, October 27, 2016 – The holiday season will officially kick off in Stamford Downtown on November 20 with the 23rd 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 11th 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 10, 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 featuring the Octonauts, which will be making its Stamford debut at the November 10<sup>th</sup> press conference. Returning favorites include: Daniel Tiger, Elmo, Fred Flintstone, Kung Fu Panda, Mr. Potato Head, Paddington Bear, The Very Hungry Caterpillar, Stamford 375 Celebration Balloon, Abby Cadabby and more.

In addition to the procession's signature balloons, the streets will also be filled with fabulous floats, dance groups and 12 marching bands, including the Tian Guo Marching Band from NJ, 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, Bristol Eastern, Brentwood, Uniondale and Harrison and the Northeast-Stillmeadow Elementary School band. Television personality Alan Kalter will return as the parade's Master of Ceremonies at the grand stand for his 13th year.

The parade is scheduled to begin at noon on Sunday, November 20 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 19 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](http://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](http://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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