

FOR IMMEDIATE RELEASE

Contact:

Emily Chalk, East of Ellie for
Stamford Downtown Special Services District
203-548-9054
emilychalk@eastofellie.com



Save the Date: Join the Fun at the UBS Parade Spectacular Annual Holiday Balloon Parade set for Sunday, November 23, 2014

STAMFORD CT, October 23, 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. Hosted by Stamford Downtown Special Services District and featuring 18 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 on Summer Street at Hoyt Street and conclude on 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.

A press conference with a special photo opportunity and balloon training will be held on November 6, 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 under Abby Cadabby from Sesame Street to announce details of the parade. Full media kits will be provided. Please save the date.

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. The press conference will also reveal details about this year's Grand Marshal.

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 Fraggles Rock, Cat in the Hat, Super Grover, Clifford the Big Red Dog, Kermit, Popeye, and more. 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. Be sure to join us to learn more details about this upcoming exciting event.

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.

#