

## 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, September 30, 2014 – The holiday season will officially kick-off in Stamford Downtown on November 23<sup>rd</sup> with the 21<sup>st</sup> 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 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 this year's latest balloon, Abby Cadabby and the Butler Golden Tornado Marching Band all the way from Butler, PA. 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](http://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](http://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.

# # #