

## FOR IMMEDIATE RELEASE

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### UBS Parade Spectacular Confirmed for 2015 with UBS as the Title Sponsor

STAMFORD CT, November 12, 2014 – The UBS Parade Spectacular presented by [Stamford Town Center](#) and [The Advocate/Hearst Media](#) will be continuing in 2015 with the continued support of title sponsor, [UBS](#).

“We would like to thank UBS for their continued commitment to supporting one of Stamford’s most iconic events. We are thrilled to have a strong corporate partner such as UBS,” said Sandy Goldstein, President of the [Stamford Downtown Special Services District](#). Sponsors from all around the Stamford community get involved in sponsoring balloons, talent acts and floats. Many local residents reach out to be volunteers in different elements of the parade. “The UBS Parade Spectacular is a highly anticipated event in Stamford, with more than 200,000 people in attendance every year.”

“The annual holiday balloon parade is an iconic event in Stamford, and UBS has played a key role in sponsoring the parade over the past several years. I am excited that they will be the title sponsor for the 2015 parade and thank them for their longstanding and continuing dedication to our community,” said Stamford Mayor David Martin. 2014 marks UBS's 16<sup>th</sup> year of involvement with Stamford Downtown Special Services District and their 9<sup>th</sup> consecutive year as title sponsor of the UBS Parade Spectacular.

"For UBS, this parade is about community. It's an opportunity for colleagues, neighbors, friends and loved ones to come together in celebration of the holiday season," said Lori Feinsilver, Head of Community Affairs & Corporate Responsibility for UBS Americas. "For all of these reasons and many more, we're honored to continue our support in 2015. Next year will mark UBS's 10th anniversary as the parade's title sponsor, and we're looking forward to working with our entire Stamford family to ensure it's a huge success!"

The UBS Parade Spectacular will step-off on Sunday, November 23, at 12 Noon on Summer Street at Hoyt Street, continues on Broad onto Atlantic and concludes at Federal Street. This year the parade will be featuring 16 giant helium balloons, include two new balloons – Abby Cadabby and Shrek. Returning favorites include: Big Bird,

Elmo, Mr. Potato Head 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.

For 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 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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