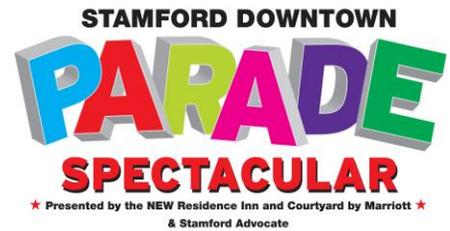


**FOR IMMEDIATE RELEASE**

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**New Residence Inn and Courtyard by Marriott Named Presenting Sponsor for the 2018 Stamford Downtown Parade Spectacular**

STAMFORD CT, November 14, 2018 – Stamford Downtown Special Services District is pleased to announce that Stamford’s newest extended-stay hotel has been named a presenting sponsor for the 2018 Stamford Downtown Parade Spectacular. The NEW Residence Inn and Courtyard by Marriott joins the Stamford Advocate to present the parade, one of the largest of its kind in the country with 13 giant helium balloons and more than 200,000 spectators annually. This year’s event marks the parade’s 25<sup>th</sup> year in Stamford Downtown.

The new eight-story, all-suite hotel located at 25 Atlantic Street will offer accommodations and meeting and event space in the heart of Stamford’s bustling downtown when it opens later this month. Catering to business and leisure travelers alike, it will feature 156 spacious apartment-style suites with fully equipped kitchens; almost 2,000 square feet of indoor meeting and event space complemented by a 1,000-square-foot terrace; a stylish tequila and tapas bar, One Club; and a 2,000-square-foot fitness center, plus pool access at the connecting Courtyard by Marriott Stamford Downtown. Hotel conveniences range from a sundry shop to self-service barbeque grills, valet parking and complimentary shuttle service within Stamford.

The procession is scheduled to begin at noon on November 18 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, the Point 72 Balloon Inflation Party will be held on Saturday, November 17 from 3-6 p.m. at the intersection of Hoyt Street and Summer Street in Stamford Downtown. This pre-parade event, hosted by Point72, will allow spectators a behind-the-scenes look at the balloons as they come to life. Music, parade talent, performances by BMX Stunt Team Perfection on Wheels, cartoon characters and a meet and greet with Santa will entertain and delight spectators.

This year’s parade highlights include balloons such as Clifford the Big Red Dog and returning favorites Shrek, Mr. Potato Head, Paddington Bear, Peppa Pig, Bob the Builder 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 NYPD Emerald Society Pipe & Drum Band, the Fairfield County Police Pipes and Drums and high school groups from Stamford, Westhill, Roosevelt, Uniondale, Brentwood and Harrison. A favorite float, Stamford’s Teacher of the Year, returns to host this year’s recipient Camille Spaulding. Television personality Alan Kalter will return as

the parade's Master of Ceremonies at the grandstand for his 15th year.

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 Stamford Downtown Special Services District:**

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)

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