

FOR IMMEDIATE RELEASE

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Bring the Whole Family and Celebrate 20 Years (1993-2013) Annual Holiday Balloon Parade on Sunday, November 24, 2013

STAMFORD CT, November 19, 2013 – The holiday season will officially kick-off in Stamford Downtown on November 24th with the 20th annual UBS Parade Spectacular presented by Stamford Town Center and The Advocate/Hearst Media. Hosted by Stamford Downtown Special Services District and featuring 16 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 24 at 12 Noon. The parade proceeds down Summer Street to Broad Street to 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.

Fans will not want to miss the Balloon Inflation Party sponsored by SAC Capital Advisors, LP on Saturday, November 23 from 3 – 6 p.m. on Hoyt Street at Summer Street. Parade goers will get a glimpse of the Chicago Boyz Acrobatic Team as well as costumed characters and so much more as the balloons come to life. This pre-parade party is fun for the entire family!

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 tenth year as the parade's Master of Ceremonies at the grand stand. NY Knicks Assistant General Manager and Former NBA Legend Allan Houston will be Grand Marshal in the UBS Parade Spectacular in Stamford Downtown.

Planned highlights of the parade include four new balloons – Smurf, Babar & Badou, and Foofa & Plex from Yo Gabba Gabba! Returning favorites include: Elmo, Big Bird, Clifford the Big Red Dog, Kermit, Popeye and more. Stamford Downtown is thrilled to welcome will feature America's Got Talent Semifinalist Chicago Boyz Acrobatic Team and Namaste India who will be representing the American Indian population in Stamford and neighboring cities. The cast of Stamford's All-School Musical, *Shrek* will perform as well as 1,000 musicians in award winning marching bands will fill the day with music.

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

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