

FOR IMMEDIATE RELEASE

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Save the Date: Bring the Whole Family and Celebrate 20 Years (1993-2013) Annual Holiday Balloon Parade set for Sunday, November 24, 2013

STAMFORD CT, October 28, 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. 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 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 Thursday, November 7 at 12 Noon at Latham Park on Bedford Street in Stamford. Volunteer Balloon handlers, representatives from Stamford Downtown Special Services and Title Sponsor UBS will gather under Plex from Yo Gabba Gabba! to announce details of the parade. Full media kits to be provided at the press conference. 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 tenth 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, NY Knicks Assistant General Manager and former NBA All-Star and NY Knicks legend, Allan Houston.

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 The Chicago Boyz Acrobatic Team, a favorite from NBC's hit reality TV show *America's Got Talent*. 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.

Be sure to join us on Thursday, November 7th 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

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