

PRESS RELEASE
For Immediate Release

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Rain or Shine – The Parade Marches On!

SANTA BARBARA, Calif – When you produce a beloved holiday parade and have a professional meteorologist on your side, you know you are living the good life. “Today, the forecast has slowed down the arrival of the cold front into Santa Barbara,” says KEYT’s Chief Weatherman Alan Rose. “The start of the parade looks dry, with showers or some drizzle moving in around 8:00 PM.”

Rain or shine (and it’s beginning to look a lot more like “shine”), the 62nd Annual Downtown Santa Barbara Holiday Parade Presented by Consumer Fire Products, Inc. will kick-off at 6:30 PM sharp. “This show goes on,” said Maggie Campbell, executive director of Downtown Santa Barbara. “We have such an amazing show planned for this evening and we are not going to let it rain on our parade!” This year’s Parade promises to be one of the best ever, with huge floats, delightful balloons, marching bands from local schools, performance groups of all types, the Holiday Prince & Fairy, Grand Marshal Alan Thicke and of course the star of the show, Santa Claus.

And as for a final bit of advice from the guy with his head in the clouds (in a good way)? “I would advise folks to bring their jackets and umbrellas,” says Mr. Rose. After all, we do need the rain – but it would be best *after* tonight’s Parade.

Downtown Santa Barbara is a membership-driven, non-profit organization whose goal is to maintain and enhance the business and cultural activity in the downtown area. Helping keep Downtown Santa Barbara clean, attractive, safe and vibrant goes towards supporting this goal. Presently, there are more than 1,400 members who benefit from this ongoing commitment to excellence. Some of the programs, activities and events sponsored by Downtown Santa Barbara include the Downtown Holiday Parade, the Downtown Art & Wine Tour, the decorative State Street Flag Program, *1st Thursday* and *1st Thursday: After Hours*, Downtown Trick-or-Treat and Film Feast. Like us on Facebook (Downtown Santa Barbara), follow us on Twitter (@SBDowntown) and follow us on Instagram (@DowntownSantaBarbara) for the latest info on events, promotions and downtown information.

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