



Santa Claus is Coming to Uptown Saint John!

The parade committee sets a date, time and theme for the 65th Annual Santa Claus Parade

Uptown Saint John Inc.

September 29, 2017

Saint John, New Brunswick - For the 15th year, your Business Improvement Association, Uptown Saint John Inc., is excited to present the Saint John Santa Claus Parade. We are thrilled and excited to host the most magical and musical parade ever! You can help us do so by incorporating your own majestic flair and enthusiasm in entering a float or walking group.

We want to showcase all of our wonderful Saint John businesses as well as help make some memories to last a lifetime, for both you, and the eagerly watching crowd of approximately 65,000.

Parade Date: Saturday, November 18, 2017

Start Time: 6:00pm

Theme: "A Magical, Musical Christmas"

We are now accepting applications for entries, the application form is available online at www.sjsantaparade.com. **Entry deadline is Friday, November 3, 2017.**

About Uptown Saint John Inc.

Established in 1976, the Uptown Saint John Business Improvement Association is the official voice of more than 650 businesses and property owners operating in Uptown's 20-block business improvement area. Responsible for events such as Burger Week, Uptown Sparkles, Chop Chop, the Santa Claus Parade and the Summer Concert Music Series, Uptown SJ promotes and advocates for businesses Uptown.

Contact Information:

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