



Santa Claus is Coming to Uptown Saint John!

The parade committee welcomes a special parade marshal for 2017 – Bernard Cormier!

Uptown Saint John Inc.

October 19, 2017

Saint John, New Brunswick – It's official, the parade committee will be welcoming a very familiar face as the 2017 parade marshal - Bernard Cormier. Being the Cultural Affairs Officer for the City of Saint John and having a strong community presence, who better than Bernard to marshal the 65th Annual Saint John Santa Claus Parade.

“Wow! This is quite an honour” says Bernard Cormier, Cultural Affairs Officer, City of Saint John. “You may not know this, but from 1974-1982, I was the Chairman and organizer of all the Loyalist Days Festival summer parades.” Bernard also organized the annual summer parades held during three Bicentennial celebration years of 1983-1985, culminating with the City's 200th anniversary, therefore we believe it is safe to say that he will be the perfect fit.

Parade Date: Saturday, November 18, 2017

Start Time: 6:00pm

Theme: “A Magical, Musical Christmas”

Register online at www.sjsantaparade.com. **Registration 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:

Nancy Tissington, Executive Director

Email: nancy@uptownsjs.com

Parade Hotline: 506.633.9797