



Here Comes Santa Claus, Here Comes Santa Claus!

Santa Claus comes to town this Saturday in the 65th Annual Saint John Santa Claus Parade

Uptown Saint John Inc.

November 14, 2017

Saint John, New Brunswick – The 65th Annual Santa Claus Parade marshaled by Bernie Cormier, City of Saint John Cultural Affairs Officer, is less than one week away – taking place on Saturday, November 18th at 6pm. We invite everyone to come enjoy the magic of the season with us! With over 60 beautifully unique entries, as well as multiple marching bands, it's definitely going to be a Magical, Musical Christmas Parade. Be sure to catch the parade on Rogers TV with emcees Victoria Clarke of Discover Saint John and Wayne Long, MP of Saint John-Rothesay. As we count down to the parade, here are a few reminders.

Collections: Please be advised that clean, gently used coats will be collected by NBCC Saint John and New Systems Laundry as part of the “Coats for Kids” campaign. Non-perishable food items will also be collected for the Community Food Bank. Finally, remember to bring your letters for Santa!

Parade Route: The parade will leave the **Causeway**, head onto **Union Street**, make a left onto **Sydney Street**, turn right onto **King's Square North**, left onto **Charlotte Street**, down **King Street**, onto **Saint Patrick Street**, continuing onto **Main Street**, right onto **Lansdowne Avenue** and ending with a right onto **Wellesley Boulevard**. All of these streets mentioned above will be closed during the parade.

- All four lanes of the Causeway will be blocked off beginning at 3:00pm for the parade line-up
- Citizens are asked not to park on King Street beginning at 5pm
- Any vehicles parked along the parade route after 5:30pm will be towed at the owners' expense
- Please be aware of and obey all signage along the parade route

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@uptownsj.com • Parade Hotline: 506.633.9797