

*Oklahoma City*

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**HOLIDAY**  
**RIVER PARADE**

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**SPONSORS NEEDED FOR 12<sup>th</sup> ANNUAL CHRISTMAS PARADE**

**OKLAHOMA CITY** (November 1, 2016) – Organizers of the 12th Annual OKC Christmas Parade are working overtime to secure new sponsors for the event this year. The City of Oklahoma City has been a major sponsor of the event since the first parade took place in 2004, however, due to budget constraints the City will not be able to financially support the parade this year.

“We appreciate the support we receive from the City of Oklahoma City, the OKC Riverfront Redevelopment Authority and the Boathouse District year after year,” stated Parade Chairman Mike McAuliffe. “In the past few years we have lost major sponsorship dollars from the energy sector, but we have been able to keep the parade afloat. It’s just going to be a little more challenging this year for us to continue this free family holiday tradition,” McAuliffe added.

The Christmas Parade will take place at 6 pm on Sunday, December 18 on the Oklahoma River. The river parade is one of the largest free family holiday events in the state each year.

Parade festivities currently planned include “Santa’s Elves River Show,” a parade of boats and the arrival of Santa, followed by a spectacular fireworks show. River parade festivities begin at 6 p.m. in the Boathouse District, located at 700 South Lincoln Boulevard.

Anyone with a boat can enter the parade, and there are no entry fees to participate. Entry forms can be found on the parade website at [www.okcparade.com](http://www.okcparade.com). Boat entries must be appropriately decorated and participants must abide by all parade rules.

The Christmas Parade attracts thousands of people annually to the shoreline of the Oklahoma River. The inaugural parade took place in 2004 to officially open the Oklahoma River and to celebrate the completion of the MAPS 1 initiative.

For parade sponsorships and general parade information visit [www.okcparade.com](http://www.okcparade.com) or contact parade chairman Mike McAuliffe at 405.630.7668.