



FOR IMMEDIATE RELEASE

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**31st Grand Illumination Parade Presented by CHURCH'S CHICKEN®
Steps Off at 7 pm on November 21
Marching Bands, Animal Brigades, Floats, Santa and GIANT Balloons!**

NORFOLK, Va. – (November 2015) – The 31st Annual Grand Illumination Parade steps off at 7 p.m. on November 21 at the corner of St. Paul's Blvd. and Main Street. This year's theme, Musical Madness, will be interpreted by marching bands, animal brigades, motorized units, walking units, floats and of course, Santa. The parade starts immediately after the Grand Illumination that lights up the entire Downtown skyline.

"This is the 31st year of the region's favorite parade," said Mary Miller, president and CEO of Downtown Norfolk Council. "We are very pleased that this year's event is sponsored by *Church's Chicken*®. The parade, which attracts tens of thousands of people to Downtown, is a holiday tradition for families and the perfect way to celebrate the beginning of a robust holiday season."

"CHURCH'S CHICKEN® is proud to be the Presenting Sponsor for the Holidays In The City promotion and the 31st Annual Grand Illumination Parade," said Robert Jacks, *CHURCH'S*® field marketing manager. "The Holiday season is truly a magical time of year, and we are honored to be part of an annual event so many families in Hampton Roads look forward to and enjoy."

The Grand Illumination parade, produced by Downtown Norfolk Council, features 15 large-scale balloons that wind through the Downtown parade route. The same company that provides the balloons in the Grand Illumination Parade also provided balloons for the World Series parade.

Marching bands from Norfolk and Portsmouth high schools compete during the parade for cash prizes. This year's theme will ask all participants to interpret music through the ages. Other marching bands, like that from the University of North Carolina at Pembroke, also join the parade, which includes more than 70 units.

The Grand Illumination Parade also kicks off six weeks of the annual Holidays in the City celebrations, sponsored by **CHURCH'S CHICKEN®**, in both Downtown Norfolk and Olde Town Portsmouth. It's a magical time to visit these city centers where there's holiday music in the air, the warm glow of festive lights decorating the streets and the pleasant aroma of chefs' special creations at nearby restaurants. Greenery and holiday displays adorn doorways and windows of shops and hotels, and there are special events and festivities scheduled for people of all ages. For a complete list of activities and events, visit holidaysinthecity.net.

About Church's Chicken®

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken®* is one of the largest quick service restaurant chicken chains in the world. *Church's®* specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips®*, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's®* (along with its sister brand *Texas Chicken®* outside the Americas) has more than 1,650 locations in 25 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church's®* on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.

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