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GRAND ILLUMINATION PARADE APPLICATIONS ARE AVAILABLE
There will be music in the streets!

NORFOLK, Va. – (August 2015) – Applications for the 31st Annual Grand Illumination Parade are now available at holidaysinthecity.net. The theme is Musical Madness that can be interpreted in many ways from holiday favorites to music through the ages.

Downtown Norfolk Council produces the very popular parade that kicks off the six-weeks of Holidays in the City events and festivities. This year's parade will be held on November 21 at 7 p.m., immediately following the official Grand Illumination of the Downtown Norfolk skyline. The Grand Illumination Parade celebrates its 31st anniversary in 2015, and it is a holiday tradition for many families throughout the region.

The parade includes marching bands, floats, animal brigades, motorized units, walking units and of course Santa who signals the official start of the holiday season. **The early bird deadline for applications is August 14, and the official deadline is September 11.** The parade is the areas' most popular, and the application process is competitive. Sponsorship opportunities are also available.

"We are looking for parade participants that will entertain our very large audience," said Noel Gramlich, special events manager for Downtown Norfolk Council. "The Grand Illumination Parade is limited to a set number of units in each category, and selections are made by a committee of parade veterans."

Ideas on how to interpret the Musical Madness theme are also on the website.

The 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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