



**For Immediate Release:**

**Contacts:**

Mary Miller

Vice President of Marketing

757.623.1757, [mmiller@downtownnorfolk.org](mailto:mmiller@downtownnorfolk.org)

Tanya Kaish Keller

PR Associate

(757)618-3655 [janesofalltrades@hotmail.com](mailto:janesofalltrades@hotmail.com)

**Announcing Street Seats at the  
27<sup>th</sup> Annual Grand Illumination Parade**

Find out how to reserve yours

**(Norfolk, Va. October 19, 2011)** The 2011 Grand Illumination Parade now offers an exciting new opportunity to spectators. Street Seats are available in specific sections along the parade route, specifically Waterside Drive.

General Admission seats are available for \$10. Children 4 and under, who can sit on an adult's lap do not need a ticket. There are only 1,000 seats available.

"We've seen the Street Seats program meet with great success in other U.S. Cities that offer large scale parades and thought it was time to offer our parade patrons this same enjoyable way to view the festivities." says Cathy Coleman, president of the Downtown Norfolk Council, the parade organizers.

Street Seats are in addition to many blocks of "free" viewing area along the parade route.

Tickets go on sale Thursday, October 20 at 10a.m. and can be purchased online at [DowntownNorfolk.org](http://DowntownNorfolk.org) or in person at the Downtown Norfolk Council offices, 201 Granby Street. Please visit [DowntownNorfolk.org](http://DowntownNorfolk.org) to view seating map.

Holidays in the City is presented in association with the Cities of Norfolk and Portsmouth, with media partners *The Virginian-Pilot* and WVEC TV-13 and is produced & managed by the Downtown Norfolk Council. 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.

####