



FOR IMMEDIATE RELEASE

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The 32nd Grand Illumination Parade Presented by Nordstrom is November 19

NORFOLK, Va. – (November 2016) – The 32nd Annual Grand Illumination Parade will be held in Downtown Norfolk on November 19 beginning at 7 p.m. The ‘Winter Wonderland’ parade, sponsored by Nordstrom, starts at the corner of St. Paul’s Blvd. and Main Street complete with marching bands, animal brigades, motorized units, walking units, floats and of course, Santa. The parade will follow the annual Grand Illumination that lights up the entire Downtown skyline.

“The Grand Illumination and the parade are part of Norfolk’s history to celebrate the holidays as a community,” said Mary Miller, president and CEO of Downtown Norfolk Council. “We welcome our new sponsor, Nordstrom, to share in this holiday tradition. The parade brings tens of thousands to Downtown to experience the beginning of the holiday season that offers numerous events and celebrations.”

Nordstrom, one of the nation's leading fashion specialty retailers, offers a selection of quality apparel, shoes, accessories and cosmetics for women, men and children at MacArthur Center. Nordstrom is committed to its founding philosophy of service, selection, quality and value.

The Grand Illumination parade, produced by Downtown Norfolk Council, features high quality, large-scale balloons that wind through the Downtown parade route. Marching bands from Norfolk and Portsmouth high schools compete during the parade for cash prizes. Other marching bands also join the parade, which includes more than 75 units. It is free and open to the public.

Tips to Enjoy the Parade:

The parade’s popular reserved seating program, **Street Seats** are available for parade-goers to purchase now until November 18 (or until sold out). Street Seats offer the option to reserve a viewing space on the route for the ultimate parade experience; however, there are plenty of free seating options along the nearly two-mile route.

- **General Admission Street Seats:** \$10 per ticket, first come first serve per section.

- For all reserved seating, children 4 and under, who can sit on an adult's lap do not need a ticket.

Tickets may be purchased online at www.holidaysinthecity.net/parade/street-seats or at the Downtown Norfolk Council office, 223 E. City Hall Avenue on Monday through Friday from 8:30 a.m. to 5:00 p.m.

Parking

All Downtown garages are collect-on-entry cash only for \$2 until 5 p.m. After 5 p.m., the fee is \$5. There are 14 garage options in Downtown Norfolk. You can find them all on the website [here](#). Dominion Tower garage is \$5 collect-on-entry from 3 p.m. to 6 p.m. and accepts both cash and credit cards.

The Grand Illumination Parade also kicks off the annual Holidays in the City celebrations in both Downtown Norfolk and Olde Town Portsmouth. It's a magical time to visit with holiday music, 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.

[Downtown Norfolk Council](#) (DNC) 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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