



NEWS RELEASE

TODAY'S DATE: September 27, 2013

RELEASE DATE: IMMEDIATE

CONTACT: Tara Biek, Centennial Coordinator, 772-214-5615

53rd Annual Stuart Christmas Parade Announces Theme “Christmas Past, Present, and Future: Celebrating 100 Years on the St. Lucie”

STUART, FL –August 21, 2013 – Stuart Christmas Parade, LLC has announced that plans are underway for the the 53rd annual parade. This year’s parade commemorates the 100th anniversary of the City of Stuart with the theme **“Christmas Past, Present, and Future: Celebrating 100 Years on the St. Lucie”**. The parade, which is held every year on the first Friday in December, will take place at 7:00 p.m. Friday, December 6, 2013. The deadline for businesses and non-profit groups to submit an application to participate is Friday, October 11, 2013. Applications are available online at www.StuartMainStreet.org.

The eagerly anticipated announcement of the theme kicks off a three month period of preparation during which local schools, churches, civic clubs and businesses design and build the over 50 spectacular lighted floats that make up the parade along with marching bands, twirling groups and of course, Santa.

“We get inquiries as early as January and February from groups who want to start on their floats,” says event co-chair, Teresa Lamar-Sarno. “The commitment the community shows to this event is incredibly exciting. Martin County truly has the Christmas spirit.”



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This year floats will be judged in six categories including a special division honoring Stuart's Centennial anniversary (Float length refers to the float only excluding the towing vehicle):

- **The Centennial Award** – The float that best represents Stuart's 100 years as a city.
- **Judge's Choice** – The judges' favorite float!
- **"Christmas Past, Present & Future"** (30'-40') – The float that best exemplifies this year's theme in the 30'-40' size division.
- **Illuminations/Musical** (30'-40') – The most amazing display of lights and/or music in the 30'-40' size division.
- **"Christmas Past, Present & Future"** (Under 30') – The float that best exemplifies this year's theme in the under 30' size division.
- **Illuminations/Musical** (Under 30') – The most amazing display of lights and/or music in the under 30' size division.

Although only floats are judged, the parade is open to a wide variety of participants, including decorated motor vehicles, marching groups including bands, and animals. Interested participants must complete an application and submit it with the appropriate entry fee by October 11, 2013. The parade will not accept any late entries. "Every year we have more



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interested participants than we can accommodate," says event co-chair, Bonnie Landry. "The best way to ensure your organization is included is to return your application on time."

Applications are available now by going to www.StuartMainStreet.org and clicking on "Stuart Christmas Parade" under "Sponsored Events" on the menu at the top of the home page. The entry fee is \$75 for businesses and \$50 for non-profit groups. The application package includes detailed guidelines and rules for parade participation. Additional questions should be emailed to StuartChristmasParade@yahoo.com.

Incorporated as Lincoln Park in October 1913, the community known as East Stuart today was also called Colored Town and Little Dixie through the years. The district is bounded roughly by Martin Luther King, Jr. Boulevard (formerly East 7th Street), Palm Beach Road, East 10th Street, and the railroad. Settled by migrants from the southern United States and the Bahamas, East Stuart is home to many Martin County African-American institutions and landmarks, including the Stuart Training School, Gertrude Walden Child Care Center, and the East Stuart Civic Center (now known as the 10th Street Community Center). As it celebrates its 100th year, East Stuart today is a multi-cultural community rich in history, faith, and tradition. Events celebrating the community's 100-year history are organized by the East Stuart Centennial Committee, chaired by Gene "Sam" McHardy. For more information, call 772-285-7971.



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53-year old Stuart Christmas Parade is a treasured Martin County tradition. The parade is completely funded through sponsorships and entry fees. Sponsorship opportunities range from \$150 to \$1,500 and offer a variety of benefits for private and corporate contributors. Complete sponsorship information and forms are available at [www. StuartMainStreet.org](http://www.StuartMainStreet.org), by emailing StuartChristmasParade@yahoo.com, or by calling 772-600-1258. Volunteers are needed and can call 772-286-2848 or call claudiacobble@aol.com to be a part of the parade.

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