

Springfield Oregon Christmas Parade 2014 PRESS RELEASE

Share your Holidays' "Melodies & Memories!"

The Springfield Community Parade Corporation non-profit organization will present the annual community parade "Melodies & Memories!" on December 6th at 1 pm in downtown Springfield Oregon. This year marks the 62nd Annual Springfield Christmas Parade!

What a year we had in 2013!

"There is a reason that Springfield can be proud of its 62 year heritage in the annual parade. As the Parade Committee planned for the parade events through 2013, we never expected we would actually have our weather conditions dictating that we postpone the Springfield Christmas Parade a week," conveys Marilee Woodrow, Parade Chairman. "The community response was awesome. Word was spread. New arrangements were made for all the 'parade-day elements' of the parade to be rescheduled and come back together on December 14th. Offers came to us from throughout the entire community - to help in any way they could to re-create our oldest and coldest community tradition after the weather warmed and the ice cleared enough to have safe parade routes again. What an incredible city we live in!"

The 61st parade was also honored to be able to offer a special ride and recognition to our WWII Veterans and stateside female service heroes last year (thanks, LTD and South Willamette Valley Honor Flight). Word came back to us that most of them had never had the opportunity to be recognized as a group in that way before. They felt honored by waves, shouts and applause by our community all along the parade route. Thank you, Springfield Community.

Springfield's 62nd parade theme is "Melodies & Memories!" Each year, the committee members enjoy more and more stories from parade fans highlighted by the fact that the parade is a longstanding annual holiday tradition for them. When this year's idea came to mind for the committee, it was an immediate hit. Parade Chairman Marilee Woodrow reports that the committee is cheerfully anticipating the "Melodies & Memories" that parade entries will create and share with our community.

In similar fashion, the Parade Committee selected **Robert Scherer to be Grand Marshal of the 62nd Springfield Christmas Parade.** Robert's business, Springfield Buick, is a downtown fixture, family owned and serving the Springfield area since 1948. Robert is a life time positive influence in the community, including active involvement in the Chamber of Commerce and Springfield Rotary, for starters of his long list of contributions. He has always been a strong Parade supporter. Other Grand Marshals and VIP's have had the honor of riding in the cars that he has provided to the parade. This year, we are honored that Robert, accompanied by his family, will lead the parade in one of those cars, as the 2014 parade ambassador.

And, of course, through SUB's elves and their secret contacts, Santa has promised to visit the parade again this year.

Other items of interest

Brief parade history:

Through 62 years, the Springfield Christmas Parade has gained the notable reputation of being the “oldest and coldest” (and sometimes “wettest”) parade in Oregon. There have been some years of sunny and dry weather, but so far the “damper and frostier” reputation still maintains.

The parade began in 1953 with the majority of the floats being handmade and a “family affair”. Through the years, floats and decorated cars, lots of decorated horses and other animals, along with the marching units of bands and dancers, and more, have all entered in the community spirit of our awesome parade. Handmade and family entries are still as much a part of the parade today as the more detailed and fancier floats. In 1954, “Santa and Reindeer to Visit Springfield” made the headlines of the local paper. In 1955, there were 26 floats – compared to recent numbers of almost 100 entries. The parade has continued consistently each year all the way up to today.

Many community efforts have focused on keeping the parade up and going through the years. Previously staged by the Springfield Chamber of Commerce, for the past 12 years the parade is the yearlong project of the Springfield Community Parade Corporation’s Parade Board and Committee of volunteers. It opens the holiday season in Springfield for our local families, friends and all the children on the first Saturday in December, typically to a crowd of 8-10,000 lining the parade route.

The **Tuba Carol Concert** will hold its annual free concert at noon on parade day, tentatively scheduled to be held at Two Rivers/Dos Rios Elementary School, 1084 G Street in Springfield.

WE WANT YOU!

ENTRIES

Entry information for this year’s parade will be available on our website the end of August. Entry deadline is November 15th. www.springfieldchristmasparade.org. If you have any questions, please call 541.988.0955.

VOLUNTEER OPPORTUNITIES

We are always looking for new volunteers. If you would like to volunteer to help with the parade, please contact us at 541.988.0955.

We look forward to another fabulous community parade this 62nd year! Thank you, Springfield, for the honor and privilege of being able to bring the parade to you every December. Happy 62nd!

Springfield Community Parade Corporation “Springfield Christmas Parade”

Board of Directors

Marilee Woodrow, President and Parade Chairman

William Jensen, Vice President; Cheryl Criswell, Secretary; Ron Vincent, Treasurer
and Volunteer Committee