



WELCOME TO THE 2017 MEMPHIS CHRISTMAS PARADE in WHITEHAVEN.

To ensure a fun and safe parade for all participants and our fans, please adhere to the following guidelines. This year the parade will be televised by WMC –TV 5; therefore, we must follow certain broadcast guidelines.

PARADE RULES:

Thanks to you, our loyal supporters, past parades have been huge successes! However, due to the increased number of participants, we have revised our rules and regulations to make the parade more enjoyable for everyone, especially the children. Please read the following and pass it along to the other members of your group:

❄️ **Attire- All members (chaperones and assistants) in your group must wear the same (identical) attire. Anyone without proper attire will not be allowed to march (accompany group) in the parade.**

No strollers, or extra vehicles that are not a part of the parade will be allowed.

ENTER AND CHECK IN AS A GROUP **Parade Check-In will be NO LATER THAN 8 a.m. @ FARONIA AND SHELBY DRIVE FOR ALL PARTICIPANTS EXCEPT BANDS AND ROTC.** There will be Parade Marshalls (in STAFF shirts and with STAFF badges) in the STAGING AREA to direct all participants to their designated section. (**ALL participants must go through the main check-in area prior to getting in line.**) PLEASE DO NOT LEAVE YOUR AREA UNTIL REQUESTED TO MOVE OUT TO THE PARADE ROUTE.

Parade starts at 9:30 a.m. Television broadcast begins at 10 a.m.

Parade participants must enter the staging area as a unit—individual members will not be allowed enter the staging area. Due to the large number of participants, there will be NO exceptions to this.

Only vehicles participating in the parade route are allowed in the Staging area on the Mall Parking Lot.

Public parking is available on the front side of the mall. (Facing Shelby Dr.)

Participant Pick Up will be at the end of the parade at Craft Rd and Elvis Presley Blvd. There

will be a Parade Marshall available in the area to answer questions and give directions.

Candy: When throwing candy from a float, please do not *throw* candy toward the heads of the viewers. Be sure that the candy makes it to the curb so kids don't run into the street. Walkers may hand candy to children on the side of the road.

No confetti, bouncing balls, or Frisbees are allowed.

Holiday music is STRONGLY ENCOURAGED!!! Play it Loud!!!

Fire Extinguisher: All floats with a generator **must** have a fire extinguisher on the float with them.

Decorations: Floats, vehicles, etc. **must** be decorated in the holiday's theme/colors or they cannot participate EXCEPT with prior approval. All entries are **REQUIRED** to be decorated in keeping with the season of the parade. Please don't enter a vehicle with just a flag or a Santa hat. Vehicles that are not fully decorated add nothing to enjoyment of the parade. Antique vehicles are an exception.

Keep Moving: Please help us keep the parade moving and stay as close as safely possible to the float ahead of you. Keep at a slow pace and try to avoid gaps between entries. Walkers have a hard time keeping up with fast moving vehicles and floats. Please drive slowly to allow walkers to keep up with the rest of the parade. Except for when the high school bands are performing, please do not stop moving forward once the parade has started, except as directed by Parade Marshalls. *Everyone must proceed to the end of the parade route.*

- **Horses** must have someone behind them to clean up "accidents".
- Dress warmly with cold weather conditions in mind. You will be standing outside for a lengthy amount of time.
- Please **do not dress as Santa**. It confuses the children. **THE OFFICIAL SANTA WILL BE THE LAST PRESENTATION AND DENOTES THE END OF THE CHRISTMAS PARADE!**

Please work with us to keep the parade as enjoyable and fair as possible for everyone, and to keep the parade true to its original intent – to allow the entire community of Memphis to participate in a city-wide event that delights both children and adults. If we all keep in mind that the primary audience is children, I know we will have a great parade!