

The bigger it is the better, say Santa Claus Parade organizers



Photo by GRAHAM PAINE

Shoppers' support

Rose Cherry's Home recently received a donation of \$12,000 from the Carriage Square Shopper's Drug Mart, which generously contributed proceeds from their annual golf tournament to the local hospice for terminally ill children. Accepting the cheque from Shopper's store manager Larry Scott (second from right) and owner Don Bell (right) are Rose Cherry's Home representatives Rita Albin-Curtis (left) and Joyce Hagevick.

The Santa Claus Parade is getting at least two gifts this year.

That is because the 1999 event not only marks the last parade of the millennium, but it also heralds its 25th year in Milton.

So organizers are hoping to convince local residents and businesses that bigger really is better for the double celebration.

"We are looking for a lot more community involvement this year," said parade chair Laura McKee.

"We'd like to make it as big as we can get it."

That means more floats, for starters.

Typically, the parade receives 75 to 85 float entries per year.

But organizers are hoping to make a bigger splash in order to bid the old millennium a fitting goodbye.

The floats will be judged in various categories by notable locals.

The 1999 theme is 'Yesterday, Today and Tomorrow'.

"We figure there is a lot they can do with that in terms of the millennium," said Ms McKee.

Taking the old year, century and millennium out with a bang also means harnessing better bands.

A slight budgetary bonanza courtesy of last year's fundraising efforts means a better class of marching bands have been lassoed for the November 14 event.

The bands are the big money grabbers of the event, taking up about \$12,000 of a typical \$15,000 to \$16,000 budget.

Much of that money is raised en route

through donation envelopes available in The Champion.

Up to \$8,000 is often raised though that method, said Ms McKee.

Another option is a \$500 band sponsorship by companies or community groups. In return, they will see their name hoisted on a banner in the parade.

But aside from glamming up a little, the event will keep pretty much to the status quo, said Ms McKee.

"We figure it has worked so far," she

said.

As always, the parade will run from the Milton Fair Grounds to the mall.

Float entry forms are available at the community services department of Town Hall, both Subway locations and Mail Boxes Etc.

Volunteers are also needed to perform as clowns in the parade, or sign up with the organizing committee.

For more information, call Ms McKee at 878-6347.

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