



**For Immediate Release**

## **Santa Claus is Coming to Town: The Countdown is On**

*Banners hung to mark Rogers Santa Claus Parade route*

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**Vancouver, BC; November 4, 2009** – Santa Claus and Rogers Retail’s Vice President, Marketing, Marshall Wilmont, teamed up today to hang the final street banner to mark the route for the sixth annual Rogers Santa Claus Parade.

This year’s parade will take place on Sunday, December 6, 2009 at 1p.m. The parade route will run along Georgia and Howe Streets starting at Broughton and finishing at Davie.

Now in its sixth year, the Rogers Santa Claus Parade has become a holiday tradition and celebrates the spirit of giving among Vancouverites. In addition to providing entertainment for families, the parade benefits the Greater Vancouver Food Bank Society. In fact, the Rogers Santa Claus Parade has become one of the largest single food raising events for the Greater Vancouver Food Bank Society.

“Rogers is committed to giving back to the communities where we work and live, and the Rogers Santa Claus Parade celebrates this spirit of giving,” said Rogers Retail’s Vice President, Marketing, Marshall Wilmont. “I would encourage all parade attendees to share in the spirit by bringing a non-perishable food or cash donation to the event.”

This year’s parade is expected to draw more than 300,000 people and Rogers hopes to collect nearly 20,000 lbs. of food and \$21,000 for the Greater Vancouver Food Bank Society. Much-needed non-perishable food and cash donations will be collected along the parade route and on the Georgia Street side of the Vancouver Art Gallery.

The parade will be marshaled by Vancouver 2010 Winter Paralympic hopefuls as well as past Canadian Winter Olympians. It will feature more than 60 marching bands, choirs, festive floats, and community groups. The Coast Capital Savings Christmas Square, located in front of the Vancouver Art Gallery, will host pre-parade activities such as face painting, gingerbread making and entertainment. And new this year, will be the GE Plaza “Meet & Greet” with Santa following the parade. Kids can have their photo taken with Santa and the entire family can enjoy a free public skate at the newly renovated outdoor skating rink located at Robson Square.

More details on the Rogers Santa Claus Parade can be found online at [www.rogerssantaclausparade.com](http://www.rogerssantaclausparade.com).

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