



121 Commerce Park Drive, Unit A  
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## FOR IMMEDIATE RELEASE

### 2023 Santa Claus Parade, New Route Announcement

**(Barrie – October 26 2023)** The Barrie Chamber of Commerce is thrilled to share exciting news is on the horizon! With sections of last year's route receiving some well earned TLC, it provided us with an opportunity! This year, we're giving our beloved Barrie Santa Claus Parade a magical makeover with a brand-new route. With a focus on family fun and safety, mixed with tradition, the heart of Barrie will be on full display.

#### Here's our new route:

Starting at Tiffin and Lakeshore, we'll journey north on Lakeshore Drive, gliding past the scenic Centennial Park and up Toronto Street. From there, it's east onto Dunlop, passing Mary St., Maple Ave. and Bayfield St. at 5 points. We'll wrap up our festive journey rolling through the heart of Dunlop, past Meridian Place with the Noella Festival and ending at Poyntz St.!

This parade is a time-honored, 74 year tradition. By introducing these changes, we're blending the old with the new, promising an amazing experience for all.

#### What's new and thrilling?

**The Perfect Backdrop:** Travelling on Lakeshore will provide the parade with the beautiful backdrop of Lake Simcoe, providing ample vantage points for families along the way. Residents and businesses alike will have more freedom of movement in the area; allowing them to easily access the route.

**Celebrate Local:** Remember, our parade is smack-dab in the heart of Barrie. So, before the parade, why not explore and support our local shops? From unique gifts to delightful eats, you're in for a treat. Make a day of it! **#ichooselocal**





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**Tune In:** Barrie Santa Claus Parade will feature holiday hits from BIG 101.1. As the parade wraps up, the Noella Festival at Meridian Place is showcasing "My Son The Hurricane". A multi-horn, multi-drummer, multi-singer brass-funk beast from Niagara, ON. We dare you not to dance! Experience a holiday evening where classic melodies meet an incredible live performance.

**Mark your calendars! Saturday, November 18th, 2023:**

5pm: Barrie Chamber kicks off the Santa Claus Parade.

Post-parade delights include:

- Noella Festival at Meridian Place by Downtown BIA
- Festival of Trees at Heritage Park by Barrie Rotary Club
- A sky-lit conclusion with fireworks by the City of Barrie

So, bundle up, bring your festive spirit, and join us in making this year's Barrie Santa Claus Parade the most enchanting yet!

Warmest holiday wishes,

**Paul Markle**

*Executive Director*

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