**FOR IMMEDIATE RELEASE**

**Press contact**

Kelly Erickson

(213) 640-7673

info@echoparkcommunityparade.com | [www.echoparkcommunityparade.com](http://www.echoparkcommunityparade.com)

**Echo Park, Los Angeles** –On Saturday, December 10, 2016 at 11:00 am, the Echo Park Community Parade Committee will host the annual Echo Park Community Parade along Sunset Boulevard between Vin Scully Avenue to Park Avenue. Thousands of residents from Echo Park and surrounding neighborhoods sit along Sunset Boulevard to welcome Santa Claus and celebrate the holiday season with over 40 parade entries.

Each year the parade features a theme that explores the neighborhood of Echo Park and helps inspire ideas for the artwork contest as well as parade floats. This year’s theme is “Celebrating the Artists of Echo Park.”

The Committee is currently accepting parade entry applications from any organizations, schools, elected officials, businesses and other entities. The event is free for all participants. Applications are due October 1, 2016.

Local businesses can support the parade by advertising in the colorful, printed calendar that is distributed throughout the community. Advertisement sizes range from business cards up to full pages. The deadline for advertising is November 1, 2016. Contributions as advertisers are tax deductible.

The Echo Park Community Parade Committee is a non-profit, volunteer run organization. All contributions to advertising or sponsorships go toward the parade costs, which including printing costs to city permits, car rentals for our ambassadors and more.

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**Art Contest**

Each year the Committee hosts an art contest where children of a variety of ages can submit parade themed artwork. A panel of judges will review all submissions, selecting four winners who will be awarded a cash prize and their art prominently displayed. Children in kindergarten through high school are eligible to participate, and entries can be submitted at various locations around Echo Park, including the Echo Park Farmers Market on Fridays on Logan Street south of Sunset. More information about entering the contest and the prizes can be found at echoparkcommunityparade.com/art-contest

**Grand Marshal + Ambassadors to be announced in September**

Each year the Parade Committee nominates and votes on the Grand Marshal and Parade Ambassadors that will be featured in the parade. These individuals or organizations are nominated based on their commitment to the improvement of the neighborhood as volunteers, activists, business owners, leaders and residents.

**More info**

For additional information about parade advertising, news and updates, photo galleries, sponsorship information and more, visit echoparkcommunityparade.com

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