



The Kalamazoo Holiday Parade
Presented by Maple Hill Auto Group
November 14, 2015 | Step off at 10:45 a.m.
Live Broadcast on Public Media Network



Presented by: Maple Hill Auto Group
Sponsored by: AM590 WKZO | Midwest Communication Group
 Kalamazoo Valley Museum and Kalamazoo Valley Community College
 City of Kalamazoo
 Public Media Network
 Discover Kalamazoo
 Irving S. Gilmore Foundation

Hosted by: Downtown Kalamazoo, Inc.

Balloon Sponsors: Meijer, WNWN-WIN 98.5 FM - Midwest Communications, Ed Sackley, Public Media Network, Educational Community Credit Union, Consumers Energy, Public Media Network

Parade Route: Starts at Lovell and Jasper, traveling west on Lovell to Park Street, north on Park Street to Michigan Avenue, east on Michigan Avenue to Pitcher Street, and south on Pitcher Street back to Lovell.

2015 Kalamazoo Holiday Parade Official Line-up & Fact Sheet
 As of October 21, 2015

Unit Number	Organization	Section Number
01	Kalamazoo Department of Public Safety – cruiser	A01
02	New Vic Theatre	A02
03	Kalamazoo Department of Public Safety Color/Honor Guard	A03
04	Kalamazoo Department of Public Safety K-9 Team	A04
05	Maple Hill Auto Group - Grand Marshall	G01
06	City of Kalamazoo Commission & State Legislators	A05
07	WMU Bronco Marching Band	A06
08	Educational Community Credit Union sponsoring the Santa Balloon	A07
09	WMU- Community Outreach	G02
10	AFS CME Local 1668	A08
11	Bimbo's Pizza	A09
12	Mosaic Hall & Dance Center, LLC	G03
13	Kalamazoo Department of Public Safety - Fire Engine	I01
14	WWMT -News Channel 3	A10
15	Killamazoo Derby Darlins	A11
16	Battle Creek Central High School Bearcat Marching Band	A12
17	Chemical Bank	B01
18	Jaqua Realtors, Inc.	G04
19	Encore/FYI Magazine	B02
20	WXMI Fox 17	B03
21	Ballet Arts Ensemble	G05
22	Second Baptist Church	B04
23	TMI Hospitality	B05
24	Kalamazoo Central High School Marching Band/Mighty Giants Cheerleaders	B06
25	Ed Sackley sponsoring the Daniel Tiger Balloon	B07
26	Kalamazoo Curling Club	B08
27	Southern Shores Field Service Council- Boy Scouts of America	G06

28	Hiemstra Optical Company	B09
29	Kalamazoo Department of Public Safety- Bomb Squad Containment Vessel	I02
30	Kalamazoo United Swim Club	B10
31	Bobby Backward	B11
32	Kalamazoo County Democratic Party	G07
33	Kids Gym, Inc.	B12
34	Kalamazoo Public Schools Transportation Dept.	I03
35	Kalamazoo Husky Club	C01
36	Salvation Army-Kalamazoo	G08
37	Enterprise Food Services Inc./ Little Caesars	G09
38	Battle Creek Lakeview High School Spartan Marching Band	C02
39	Sylvan Learning Center	C03
40	Midwest Communications, Inc./WIN 98.5	C04
41	Midwest Communications sponsoring the Bugs Bunny Balloon	C05
42	Kalamazoo Department of Public Safety- SWAT Vehicle	I04
43	Kalamazoo Public Schools (FCCLA)	G10
44	St. Michael Lutheran School & Church	G11
45	Sons of Norway	C06
46	Kalamazoo Department of Public Safety - Bomb Squad	I05
47	Kalamazoo Christian High School Marching Band	C07
48	Kalamazoo Christian School Association	G12
49	Girl Scouts Heart of Michigan	C08
50	Coca-Cola Refreshments, Inc.	I06
51	Republic Waste Services	I07
52	Galesburg-Augusta High School Ram Marching Band	C09
53	Consumers Energy Bucket Truck	G13
54	Consumers Energy Efficient House Float	G14
55	Consumers Energy sponsoring the Twinkles the Snowman Balloon	C10
56	Target Distribution	C11
57	Life Changing Ministries	H01
58	Child Development Center	I08
59	AGW Conservatory of The Arts	H02
60	Portage Public School Transportation	I09
61	Northside Rocket Football Cheerleaders	C12
62	Finley's Grill & Smokehouse	H03
63	Hackett Irish Marching Band	D01
64	R & A Water Features and Landscaping	H04
65	Kalamazoo Department of Public Safety - Hasmet vehicle	I10
66	Michigan Youth Challenge Academy	D02
67	Kalamazoo Wings Hockey Club	H05
68	Three Rivers High School Wildcat Marching Band	D03
69	Meijer Antique Truck	D04
70	Meijer sponsoring the Turkey Balloon	D05
71	WOOD-TV 8	I11
72	Academy of Dance Arts & Apparel	H06
73	Special Olympics Michigan -Area 16	H07
74	Kalamazoo County Sheriff's Office	I12
75	Berkshire Hathaway Home Services- MI Real Estate	D06
76	Kalamazoo County Sheriff Dive & Water Recovery Unit	H08
77	PCCN co-op Preschool	H09
78	Comstock High School Marching Band of Blue	D07
79	Life EMS Ambulance	I13
80	Portage Fire Department Local 1467	I14
81	Momentum Dance Studios	D08

82	Goodwill Industries of Southwest Michigan	H10
83	Kalamazoo County DHS/Foster Care Coalition	D09
84	Loy Norrix High School Marching Band	D10
85	Public Media Network sponsoring the Scooby Doo Balloon	D11
86	Evergreen Academy	D12
87	Nulty Insurance	H11
88	Adventures Learning Centers	E01
89	Townsquare Media WRKR	E02
90	Paramount Charter Academy	E03
91	Keller Williams Realty	E04
92	Kalamazoo Valley Museum	E05
93	Downtown Kalamazoo, Inc. Trolley	I15
94	Vicksburg High School Marching Band	E06
95	Downtown Kalamazoo, Inc. Santa & Mrs. Claus	J01

The Kalamazoo Holiday Parade – More than “just” a parade!

Event Schedule:

10:30 am	Road closures begin Food Carts Supporting Loaves and Fishes start to go out via the sidewalk areas
10:45 am	Parade steps off at Lovell and Jasper Street Food Drive Begins
11 am	Live Broadcast begins at Park at Bronson Park
Noon	After Parade Day events begin (as parade finishes) on the Kalamazoo Mall
12:30 pm	Parade is completed
2 pm	After Parade Day events conclude

Kalamazoo Loaves and Fishes Food Drive

Sponsored by FM 106.5 WVFM, the food drive involves community organizations and high schools who are asked to adopt a shopping cart as a challenge to collect food for Kalamazoo Loaves and Fishes. Meijer has donated the shopping carts that will collect the food, and high schools and interested community agencies will “drive” the carts. Organizations interested in sponsoring a cart should call 269-388-2830 for a volunteer form.

After Parade Activities:

Immediately following the Kalamazoo Holiday Parade, after parade activities, on the Kalamazoo Mall, will feature a Dance Party with a DJ, Dance Momentum will be there along with other groups encouraging dancing, heart healthy activities, and the chance to shop, eat, and celebrate Downtown. The Kalamazoo Department of Public Safety will have some vehicle on display. There will be inflatables. Maple Hill Auto Group will host a photobooth, and of course, Santa and Mrs. Claus will also be on the Kalamazoo Mall from 1 to 2 p.m. to meet with the children.

Voting for Parade Units:

Spectators will have a chance to vote for their favorite parade unit. There will be QR code signs along the parade route and in the parade brochure where voters will be directly linked to a voting page. The URL is: <http://blt.ly/kzooHP>. The voting begins at 11 a.m. on November 14 and will end on the following day by 5 p.m.

Important Reminders:

- Make sure to inform your parade participants that parking along the parade route is not allowed. People in the parade should park at the Epic Center Parking Structure (entrances on Lovell and South Street).
- Please review the rules and regulations as found in your original parade packet.
- Don’t hesitate to call us with questions.

For More Information:

Downtown Kalamazoo, Inc. | 141 E. Michigan Ave., Suite 501 | Kalamazoo, MI 49007 | 269-388-2830 (Event Staff)
DowntownKalamazoo.org | deb@eventkalamazoo.com