

United Way of the Concho Valley

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July 14, 2011

PRESS RELEASE

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For Immediate Release



UNITED WAY KICKS OFF CAMPAIGN WITH AREA CHILDREN'S PARADE

Plans are now underway for the United Way of the Concho Valley's Second Annual Children's Parade. It will be held at 10:00 a.m., August 13, at Kirby Park, located at Nueces Street and Edmund Boulevard in San Angelo. A free hotdog lunch will be provided to parade participants and their families at the Kirby Park Pavilion following the parade. The United Way of the Concho Valley's Campaign theme this year is "Be There for Your Community." The parade will be held in conjunction with the campaign kick-off.

Youngsters, age 12 and younger from throughout the Concho Valley are invited to participate either as individuals or groups. A group may be defined as a non-commercial organization, commercial organization, school, church, daycare, neighborhood, family and performing arts. There is no registration fee for parade participation.

Children may dress in costumes and walk or they may ride decorated tricycles or pull wagons. Adults are invited to decorate strollers and push them along the parade route. Only non-motorized "floats" are allowed. In the interest of safety, only service animals will be permitted. The United Way is requiring registration forms to be filled out prior to the parade and sent to the United Way office by Friday, August 5. Individual and group registration forms, as well as Children's Parade Rules and Requirements can be obtained by calling the United Way office at (325)949-3716.

The United Way would also like to invite area school marching bands, as well as business and school mascots to participate. An invitation is also extended to the general public to view the parade. For more information, call the United Way of the Concho Valley office at 325-949-3716.