



## **PRESS RELEASE *FOR IMMEDIATE RELEASE***

### **CITY OF SENECA ANNOUNCES REGISTRATION IS NOW OPEN FOR THE 2023 'THE MAGIC OF CHRISTMAS' ANNUAL CHRISTMAS PARADE**

**SENECA, SC September 15, 2023** – The City of Seneca today announced that registration is now open for those interested in participating in the **2023 'THE MAGIC OF CHRISTMAS'** Annual Christmas parade to be held on November 27, 2023, at 6:30 pm in downtown Seneca, SC.

City officials announced that there are a few changes coming up this year that need to be noted. **The most exciting change for many will be the creation of two judging categories with cash prizes awarded to the winners. Categories are: *Best Entry Honoring Parade Theme – The Magic of Christmas; and Best Entry Honoring the True Reason for Christmas – Religious Theme.***

**Another change will be the line-up location: Line up will be staged at Shaver Recreation Complex with all entries asked to check in at the registration tent before being placed in the parade lineup.**

City officials have also announced entries will be capped at 150 entries, so anyone wishing to enter a unit in the parade should enter soon. Online registration is available at [www.seneca.sc.us](http://www.seneca.sc.us) or [www.senecasevents.com](http://www.senecasevents.com), or you may enter by printing out a copy of the parade entry form and turning it in at Shaver Recreation Complex or City Hall.

**PRE-REGISTRATION IS REQUIRED** and the deadline for entry is November 17<sup>th</sup> at 4 pm.

**All the changes and other parade policies are outlined in the parade registration form under "Guidelines."** It is recommended that you read the Guidelines carefully to make sure your parade entry falls within those guidelines.

Registration forms and Parade guidelines may be found on the City's website, [www.seneca.sc.us](http://www.seneca.sc.us), or on the City's Events website, [www.senecasevents.com](http://www.senecasevents.com), or they can be obtained from the front desk at Seneca City Hall or Seneca Recreation Department at Shaver Rec Complex on 4<sup>th</sup> Street. For convenience, the registration process can be completed online as well. **There is no charge for entering the parade.**

The parade route will remain the same as the 2021 parade: *Parade will travel on Oak Street, turn right on East North 1<sup>st</sup> Street, then right on Fairplay Street, then left on Ram Cat Alley, travel up to Main Street, turn right on Walnut Street, and then turn right onto Railroad Street. No stopping and unloading on Railroad Street. For safety, please unload floats in a less congested area; for example, in the area where the float was loaded.*

For more information: Seneca City Hall 864-885-2700.