

**Contact: Kayla Nicholson**  
Downtown Development  
Phone: (906)635-6973  
Fax: (906)635-6974

511 Ashmun Street  
Suite 103  
Sault Ste. Marie, MI 49783  
[www.downtownsault.org](http://www.downtownsault.org)



# PRESS RELEASE

## Parker's ACE Hardware Parade of Lights taking place November 27

**Sault Ste. Marie, MI. November 11, 2020:** Downtown Sault Ste. Marie will be hosting the annual Parker ACE Hardware Parade of Lights on Friday evening, November 27<sup>th</sup> but will operate with a different format than years past. In true 2020 fashion, COVID has forced many to get creative in an effort to accommodate social distancing measures. Several towns throughout the country have found success in a "reverse style" parade where the floats or displays are stationary while parade goers to remain in their cars with their families and drive by the spectacle. We remain conscience of the rising COVID cases locally and as an effort to implement safety precautions without jeopardizing the event as a whole; The Downtown Development Authority has chosen to host this year's parade in a "reverse style" format, additionally omitting any exchanging of treats and the public community tree lighting event. Unfortunately, while we will also not be able to allow personal contact with Santa Clause this year, at the end of the parade we still encourage kids to wave at Santa and drop off a letter or wish list to one of his elves as you pass by. The Parade of Lights will begin at the North end of the Bingham Street Bridge near the intersection of Lyon Street. From 6:30-8:00pm, parade goers can then enjoy the show of lights along the West side of the street throughout the length of Bingham traveling north until the parade finishes with Santa. Additionally, City Hall's Christmas tree will be lit and ready for parade goers to conclude their Parade of Lights experience if you continue to drive to Portage St.

This year we are excited to announce prizes once again for the floats or displays that are the best lit and best representation of the holidays. Winners will receive their prizes in Downtown Dollars. 1<sup>st</sup> place - \$250, 2<sup>nd</sup> place \$150, 3<sup>rd</sup> place \$50. If you would like to enter the parade or have any general questions about the event please contact Kayla at [knicholson@saultcity.com](mailto:knicholson@saultcity.com).