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Contact: Becky Booker, Public Relations and Marketing Manager
bbooker@tcpara.org and 205-657-8424

**PARA ANNOUNCES 2023 THEME, GRAND MARSHAL SEARCH, AND IMPORTANT
DATES FOR
47th ANNUAL WEST ALABAMA CHRISTMAS PARADE**

Tuscaloosa, Ala. ~ With pleasure, Tuscaloosa County Park & Recreation Authority announces the theme, Grand Marshal Search, and important dates for the 47th Annual West Alabama Christmas Parade.

Theme: "A Hometown Christmas"

Date: December 4, 2023

Tree Lighting: 5:15 p.m.

Parade: 6:30 p.m.

"The West Alabama Christmas Parade is a beloved holiday tradition and signature special event in our community," said Brian C. Davis, CEO. "PARA is pleased to present this holiday parade, which is the largest of its kind in the state of Alabama, to celebrate the official opening of the Christmas season."

All Christmas Parade information is located on the PARA website with forms available to download by visiting <https://www.tcpara.org/west-alabama-christmas-parade>. Nomination and registration forms are also available and parade entry fees payable all PARA Activity Centers.

Below are important dates:

October 8 at 5 p.m. Grand Marshal Nominations are due.

A full listing of criteria and past Grand Marshals are featured on the website.

November 15 at 5 p.m. Parade Entry Registrations are due.

November 28 at 5:30 p.m. Parade Entry Meeting at the Belk Activity Center, located at 2101 Bowers Park Drive.

Christmas Parade Sponsorship is available at several levels and demonstrates your commitment to being a part of our community and assuring the parade remains the best in the state.

PARA's West Alabama Christmas Parade has been in continuing existence (except for 2020 due to COVID-19 pandemic), since 1976. The parade's first Grand Marshal was Coach Paul W. "Bear" Bryant.

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