

Dear Local Organization,

For the past two years in December, our **Festival of Lights Parade** has passed through the heart of LaGrange from Arlington High School to Dr. Fink Road, for all to enjoy. We began with 20 floats, doubled to over 50 last year, and expected even more participants this year.



Unfortunately, due to the Covid guidelines, we are not able to have our parade this year but we are excited to announce that we have something safe, exciting, and different for our LaGrange community this holiday season: **LaGrange Festival of Lights: Drive-Thru Edition!**

What is a Drive-Thru Edition? Instead of attendees watching floats go by as in a traditional parade, the floats and light displays, or "spirit stations" we will call them, will be stationary and attendees will drive through in their vehicles to enjoy all of the spirited, lighted MAGIC!

We need **YOU** to make this community event a success... to help spread joy, hope and light to our beloved town that needs it now more than ever before! We are looking to our local organizations to set up "spirit stations" at the event. Each organization participating is required to donate candy for our pre-made goody bags that will be handed out upon entrance to each vehicle that drives through. Any extra promotional items such as pens, keychains, crafts etc from your organization are more than welcome and encouraged! All items for the **Bags of Cheer** are due by Tuesday, December 8th in order for our elves to stuff the goody bags in time for the event.

Your organization will be promoted through a **Spotlight** on all of our social media pages (3,000+ local followers with an average event reach of well over 5,000), listed in our **LaGrange Community Connection** e-newsletter (1,500 local subscribers), and on all our event materials, including a list of all participants and their contact information inserted into the goody bags.

Can't participate this year but would still like to be involved with this community event?

We are currently accepting donations of gift cards, holiday lights, inflatables, generators, candy, and any other items that can be used to make this event successful. Please reach out to us at 845-452-1972 if you would like to make a donation. We also ask that you please post and share the enclosed event flyer and pass the word along to family, friends and customers throughout our town!

Registration is required for all event participants. Please be sure to thoroughly read the **Event Guidelines**, then fill out the **Light Display Application** online before the deadline of Friday, December 4th. Feel free to call the Parks and Recreation office at 845-452-1972 or email recreation@lagrangeny.gov with any questions.



Light Display Application

Thank you for your support,

Courtney

Courtney Carroll, CPRP
Parks and Recreation Director



PS: **LaGrange turns 200 in 2021!** We'll be planning 200 events throughout the year and looking for partnerships and support as we bring the town together to celebrate the Town of LaGrange Bicentennial! More information to come.