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NEWS RELEASE

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**DOWNTOWN HOLLAND NOW ACCEPTING ENTRIES FOR
ANNUAL HOLIDAY PARADE OF LIGHTS**

Holland, MI – Downtown Holland is now accepting parade entry applications for its annual holiday Parade of Lights on Tuesday, December 1. Businesses, schools, non-profit organizations and families have until Monday, November 9 to apply to participate in this highly anticipated holiday tradition. The main requirement for participation is lights...lots and lots of lights! Santa and his reindeer will also make a special guest appearance in the parade.

The Parade of Lights begins at 6:30 pm at the corner of Eighth Street and Columbia Avenue in Downtown Holland and continues down Eighth Street until it reaches the Eighth Street Market Place, home of the Holiday Kerstmarkt. At the conclusion of the parade Santa will take time to greet all of his fans, both young and old alike. Children will also have the opportunity to meet Santa's reindeer at the Eighth Street Market Place.

To apply for the Parade of Lights, businesses and organizations must complete the online application found at <http://bit.ly/2015paradeoflights>. A complete list of rules and regulations and decoration suggestions can also be found on the entry form. A \$30 entry fee applies to all businesses, while a \$15 entry fee applies to non-profit organizations and others. The entry fee is due with the application and must be submitted by Monday, November 9.

Additional Information: [WEBSITE](#) | [FACEBOOK](#) | [INSTAGRAM](#) | [TWITTER](#)

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