



# Winter Wonderland

Friday, December 1st, 2023

Local groups, individuals and businesses join in the Winter Wonderland Parade, which starts on S. Pearl St. and continues down N. Water St. \*Parade starts at 5:00pm. Participants will exit on Wisconsin St. and through Wolf River Plaza. All are welcome to participate. Entry deadline is November 30th.

It is suggested that each entry have a sign or banner so that parade viewers can identify your group. There is no entry fee for this parade. **Due to safety concerns, candy MAY NOT be thrown during the parade. Walkers handing out candy are welcomed.**

**\*Please note: NO participant shall use a live Santa in their entry. The Chamber will have Santa at the end of the parade. It's confusing for children if multiple Santa's show up.**

For complete details call the Chamber office at (920) 982-5822 or visit the event webpage:  
[newlondonchamber.com/winter-wonderland](http://newlondonchamber.com/winter-wonderland)

Group Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please describe your entry (will it include vehicles, walkers, or animals)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list any special requests for placement in the parade:

\_\_\_\_\_  
\_\_\_\_\_

Please return this completed entry form to:  
New London Area Chamber of Commerce  
420 N. Shawano St., New London, WI 54961  
Phone: (920) 982-5822  
[director@NewLondonChamber.com](mailto:director@NewLondonChamber.com)

The confirmation letter and parade route map will be sent to all parade participants the week of the event.