



# Winter Wonderland



Friday December 6th, 2024

## WELCOME BACK DOWNTOWN!

**NEW THIS YEAR** - the parade will start where it usually ends to welcome back downtown. A ribbon cutting will take place just before the parade begins on State St. Local groups, individuals and businesses join in the Winter Wonderland Parade, which starts on Wisconsin St. and continues down N. Water St. towards Pearl St. \*Parade starts at 5:45 p.m. allowing for later set up. Participants will exit on Wolf River Ave. All are welcome to participate - except Santa!\* Entry deadline is December 3rd.

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)

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Please list any special requests for placement in the parade:

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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.