

Winter Wonderland

Friday December 5th, 2025

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 - except Santa!* Entry deadline is December 2nd.

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

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

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