

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.

**Please note that entries cannot be wider than 17 feet.*

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 welcome.

*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.