

- Leadership
- Expectations
- Transparency
- Stability

CITY OF ATLANTIC CITY
OFFICE OF THE MAYOR

- Accountability
- Credibility
- Excellence in Execution

L.E.T.S. A.C.E. IT!



MAYOR MARTY SMALL, SR.

City Hall
1301 Bacharach Boulevard • Suite 706
Atlantic City, New Jersey 08401
Telephone 609-347-5400

NEWS RELEASE

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Andrew Kramer (Public Information Officer) – 609-226-3470; AKramer@acnj.gov

Adele Polk (Assistant Public Information Officer) – 640-888-3003; APolk@acnj.gov

Adding a Twinkle to Tradition, Atlantic City's Winter Wonderland Parade Moves to a Magical Evening Format – Participant Registration is Open!

Atlantic City, N.J. (September 25, 2025) –Let the lights twinkle, the sleigh bells jingle, and the spirit of the season shine! Atlantic City's beloved Winter Wonderland Parade is coming back brighter than ever—literally. This year, the festive favorite is moving to evening hours to light up Atlantic City with dazzling displays, glowing floats, and sparkling lights. Mark your calendar for Saturday, December 6, 2025. The parade will begin at 4:30 PM at Rhode Island Avenue (staging at New Hampshire Avenue) and will jingle all the way down Atlantic Avenue to Albany Avenue.

Last year's Winter Wonderland Parade featured nearly 100 participants on floats, vehicles and on foot, and this year's parade promises to be larger and even more spectacular—with community groups, schools, businesses, and performers encouraged to join the fun. Now's the time to register – participant applications and submission instructions can be found at www.acnj.gov.

"This year's Winter Wonderland Parade will be one of the biggest and brightest events in Atlantic City history," said Mayor Marty Small, Sr. "The move to nighttime adds a whole new layer of holiday magic, and switching the route to Atlantic Avenue helps us get all our neighborhoods more involved. We can't wait to bring our community together to celebrate the most wonderful time of the year once again."

But the fun doesn't stop there! Unwrap even more holiday cheer at a post-Winter Wonderland Parade celebration in O'Donnell Memorial Park, immediately following the parade.

BONUS FALL FUN: The City of Atlantic City's annual fall celebration is also getting an upgrade! Formerly known as the Harvest Festival, Harvest Town is moving to a bigger location: Gardner's Basin on October 25, 2025, from 2:00–6:00 PM.

This family-friendly event will feature delicious food, fun, games, rides, fall-themed activities and candy giveaways (costumes are encouraged!). Local nonprofits, community groups, and businesses are invited to set up tables, share resources, and celebrate the season with Atlantic City families. Participant applications are also available on the City of Atlantic City website.

For questions regarding either event, contact the Mayor's Office of Special Events at 609-347-5823.

###