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OFFICE OF THE MAYOR

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Atlantic City’s Holiday Parade Expands with Festive Market, New Date & Route

Atlantic City, N.J. (October 30, 2025) – The City of Atlantic City’s annual Holiday Parade is getting even merrier, brighter, and more magical this season! The celebration will now include a full Holiday Market at the end of the parade, featuring local vendors, festive treats, and seasonal refreshments that promise to delight the entire family. To make room for this exciting addition, the city is announcing several updates to this year’s event:

HOLIDAY MARKET - After the parade, the community is invited to continue the fun at O’Donnell Memorial Park for an enchanting Holiday Market showcasing local artisans, hot chocolate, handcrafted gifts, and delicious holiday bites. It’s the perfect way to wrap up a parade filled with community spirit and seasonal cheer.

NEW DATE, SAME MAGIC - To give organizers the proper time to incorporate the Holiday Market into the festivities, making the celebration even bigger and more memorable, the event has been rescheduled to Saturday, December 13, 2025. This small change will mean more reasons to celebrate together in the heart of Atlantic City.

NEW ROUTE, SAME EXCITEMENT - As previously announced, the parade will jingle all the way down Atlantic Avenue this year for the first time in many years — and that’s *not* changing! To encourage families to enjoy both the parade and now the market afterward, eliminating potential cross-city travel, the parade route will now be along Atlantic Avenue from South Carolina Avenue to Albany Avenue, with the staging area at City Hall.

The start time remains 4:30 PM, as the Atlantic City Holiday Parade & Market officially moves to the twilight hours, illuminating the night sky with glowing floats, sparkling lights, and dazzling performances. Marching bands, community groups, local businesses and special guests will fill

Atlantic Avenue with the sights and sounds of the season. And it's not too late to join the fun! To register a float or participate in the parade, or to sign up to be a vendor in the Holiday Market, contact the City of Atlantic City Special Events Office at **609-347-5823** or visit www.acnj.gov for registration forms.

Mark your calendars for Saturday, December 13, 2025 at 4:30 PM and experience the Atlantic City Holiday Parade & Market — a can't-miss celebration that's sure to leave everyone feeling full of holiday joy and Atlantic City pride!

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