

- Leadership
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CITY OF ATLANTIC CITY
OFFICE OF THE MAYOR

- Accountability
- Credibility
- Excellence in Execution



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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Atlantic City’s Largest & Most Magical Holiday Parade to Date Hits the Boardwalk This Saturday

Atlantic City, N.J. (December 5, 2024) – There’s a reason *Travel + Leisure* features Atlantic City on its list of the **25 Best Christmas Towns in the U.S.**, and that will be on full display this Saturday, December 7, 2024 when the City of Atlantic City’s Annual Winter Wonderland Parade takes over the world-famous Atlantic City Boardwalk for the first time. With more than 80 groups registered to participate, this will be the largest Winter Wonderland Parade in Atlantic City to date, more than doubling the size of last year’s parade. The procession will begin at 11:00 AM this Saturday at Rhode Island Avenue and the Boardwalk, then will proceed to Albany Avenue. Following the parade, participants and spectators are encouraged to go to O’Donnell Memorial Park (Atlantic Avenue & South Albany Avenue) for a joyful post-parade celebration featuring holiday treats, music and entertainment.

“Trust me when I say this is going to be a holiday spectacle you do not want to miss,” said City of Atlantic City Mayor Marty Small, Sr. “I announced during my State of the City address back in February we wanted to make history with this year’s Winter Wonderland Parade and we’re well on our way to achieving our mission. Kudos to the Mayor’s Office of Special Events who have been working diligently to ensure we get the participation and crowds needed to make this a memorable and merry experience for our community and guests.”

The parade procession will feature festively decorated floats and vehicles, along with groups and performers walking. Expect appearances by Santa Claus, Mrs. Claus, the Grinch and many other holiday favorites! Participants include Mayor Small, who will be joined by the Small administration department directors and representatives from each City of Atlantic City

department, the Atlantic City Police Department, the Atlantic City Fire Department, the Atlantic City Beach Patrol, Atlantic City casinos and businesses, the Atlantic City neighborhood Community Development Corporations (CDC), other area community groups and organizations, and marching bands and performers from all across the State of New Jersey, among others. Participants will be handing out special gifts to spectators all throughout the parade. Spectators can enjoy this bright and cheerful family-friendly event from anywhere along the parade route on the Atlantic City Boardwalk.

Participants utilizing floats and vehicles should report to New Hampshire Avenue and the Boardwalk for check-in by 9:00 AM this Saturday. All other participants should report to Rhode Island Avenue and the Boardwalk by 9:30 AM. Questions about the Winter Wonderland Parade should be directed to the Mayor's Office of Special Events at **609-347-5823**. The Winter Wonderland Parade is part of the Atlantic City Tinseltown Holiday Experience organized by the NJ Casino Reinvestment Development Authority (CRDA), who will also be participating in the parade. The full list of AC Tinseltown holiday happenings can be found by clicking on the below link:

<https://www.atlanticcitynj.com/events/holiday-happenings.aspx>

******Media outlets interested in interviews with Mayor Small or others involved in the Winter Wonderland Parade prior to the event or on-site should contact City of Atlantic City Public Information Officer Andrew Kramer using the contact information at the top of this release******

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