



Media Release

San Jose Holiday Parade

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San Jose Holiday Parade

Hi, Hello and Ho-Ho-Ho's

Send your shout out LIVE during the Parade Broadcast!

San José, CA --- The San Jose Holiday Parade is excited to bring back a **green** alternative to send holiday greetings! Last year, the San Jose Holiday parade introduced an innovative way to send holiday greetings during the parade. Hi, Hello and Ho-Ho-Ho's allow parade viewers to send holiday greetings to friends and loved ones, during the live broadcast of the parade through messages scrolled across the television screen. These unique greetings can be seen through the live broadcast, web cast and during all re-broadcasts of the parade.

Hi, Hello and Ho-Ho-Ho's will be strewn across the bottom of viewers' television screens on the day of the parade. Expectant, live-message recipients should tune into NBC Bay Area at 9AM on Sunday, December 5th to watch the entire parade or record it and view it later with friends or family. This will ensure that they are able to read the special letter being gifted to them as well as enjoy the San Jose Holiday Parade as it celebrates its 29th year with "Toys, Treasures and Traditions."

Interested parties can choose from pre-written, generic messages or personalize one to their liking. Purchase of one of the pre-chosen holiday Ho-Ho-Ho's is \$10 each, and the price for a personal Hi, Hello is \$20 for 75 for up to characters used at the sender's discretion. Both types of messages will be displayed in all caps ARIAL font. All messages are subject to screening for appropriate content. If interested in purchasing a message, the form is available at <http://www.sanjoseholidayparade.com> under 'Fan Fun'.

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About the San Jose Holiday Parade

The San Jose Holiday Parade is an event spectacle that brings communities and families together to celebrate the holiday season through entertainment, education, economic development, volunteerism and community spirit! A program of the City of San José, in cooperation with Christmas in the Park, Inc. and NBC Bay Area, it is recognized as one of the top 25 parades in the United States. The San Jose Holiday Parade brings excitement and joy to downtown, as it showcases giant helium balloons, beautiful floats, competitive marching bands, celebrity guests, Santa and much more. The 2010 parade will be held on Sunday, December 5, beginning at 8:30 a.m. For more information, please visit www.sanjoseholidayparade.com or call (408) 794-6200.

About The City of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley-the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov

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