



News Release

Parks, Recreation, and Neighborhood Services

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Contact:

**Ed Bautista (408) 793-4176
Parks, Recreation & Neighborhood Services**

Holiday Parade Recipient of Seven International Awards

(San Jose, CA) The International Festival and Events Association (IFEA) awarded the San Jose Holiday Parade (SJHP) with seven international awards at its annual conference.

The parade received two gold awards -- one for Best Full Length TV Program (local) for the parade broadcast on NBC11/KNTV and the other for Best Single New Sponsorship Program for the Mrs. Claus Breakfast Nook, presented by California Waste Solutions. Gold awards winners are honored in several event industry categories and signify that the winning selection was chosen as the best overall selection in the events industry.

The event also received a silver award for Best Miscellaneous Multimedia (Web cast of the parade) and bronze awards for Best Web site, Best Event Program, Best Ad Series and Best Pin.

The gold award for best broadcast is the fourth consecutive year the Parade's NBC11 broadcast has been honored with an award, and is the broadcast's second gold. This year's broadcast featured cameo appearances by longtime NBC stars Matt Lauer, Martha Stewart and Megan Mullaly, along with appearances by Noah Gray-Cabey ("Heroes"), Miss Teen USA and parade icon Jean McFadden -- the longtime director of the Macy's Thanksgiving Day Parade. The broadcast also received local Emmy consideration.

The second gold award was for the Mrs. Claus Breakfast Nook, presented by California Waste Solutions (CWS). Last year's new program featured a pre-parade breakfast at the Tech Museum of Innovation with the many parade characters stopping by to take pictures and kick-start the morning fun. CWS, in conjunction with the parade, also developed a coloring and activity book that encouraged recycling. This booklet was also distributed at ParadeFest and is part of CWS and the parade's commitment to encouraging educational collaborations.

The 2007 San Jose Holiday Parade will be on Sunday, December 2, 2007 beginning at 8:30 a.m. with the live NBC11 broadcast beginning at 9:00 a.m. For further information on the San Jose Holiday Parade and all the exciting events of parade weekend, go to www.sanjoseholidayparade.com.

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