

News Release for October 14th, 2010

Christmas Parade and Winter Carnival Official Start to Edson's Centennial Celebrations

Edson's 100th Anniversary celebrations will officially kick off with the 23rd annual Chamber of Commerce Santa Claus Parade on Thursday, December 2, and a Winter Carnival to follow that offers fun filled days for all ages.

"This is the first function that will take place in the 10-month period celebrating the Centennial," says Les Halliwell, Event Committee Chairman. "We hope that [the parade] represents our community today, and the potential of our youth as we look into the future."

The theme for this year's Edson Chamber of Commerce Christmas Parade will be appropriately named "Building Edson Through the Ages" and will celebrate the past 100 years of Edson's history.

"We would encourage float designers to consider the 100th anniversary motif in the design of their float and their costumes," says Halliwell.

Organizers hope that float entries will reflect the centennial spirit by focusing on a specific decade from the last 100 years.

Halliwell hopes people of all ages will get involved in the parade and show the diversity of people who make Edson the community it is today.

This year's parade will begin on 1st Avenue, then move its way through town, and end up at the Leisure Centre on 12th Avenue, where the Winter Carnival will get underway with indoor and outdoor activities for the entire family on December 2, 3 and 4.

Ice carving, ice maze, public skating and swimming, along with a movie for children and teens will be among the fun-filled opportunities at the carnival. All events will be free to attend.



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Edson's 100th Anniversary Committee

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For more information on the Winter Carnival, contact Andrea Laboucane at 780-723-4403. For Parade information contact Heather Kelly at the Edson Chamber of Commerce office at 780-723-4918.

Marshalling and judging for the parade will occur and award categories will include most original, best youth, top commercial, top retail, best non-profit community organization, and best interpretation of the parade theme. For more information and float entry forms see the Centennial website at: www.edson100.com, under "Forms/Press".

Submitted by Edson 100th Anniversary Committee

Sincerely,

Dale Schnirer

Media Liaison

Edson's 100th Anniversary Committee
