



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2020071

DATE: 16 October 2020

RE: Santa Claus still coming to town

AMHERST, Nova Scotia – Santa Claus is coming to town, but the annual Christmas parade in the Town of Amherst will be very different from past ones due to the COVID-19 pandemic.

Instead of the floats passing by people sitting on or standing next to the curb, the parade will be a stationary one. The floats will be parked on one side of Tantramar Crescent and folks will drive by in their own vehicles to view them.

“The community well-being team has worked with the Y’s Men club, the Amherst Police Department and Amherst Fire Department to develop a viable plan for the Christmas parade,” Cheryl Laliberté, the town’s well-being manager, said.



Santa will be coming to Amherst this year, but the parade that marks his arrival will be very different this year. (Tom McCoag / Town of Amherst)

“While it will be different than past years because of the pandemic, we believe this event will be a fun way to kick off the holiday season.”



Tantramar Crescent will be closed to traffic at 3 p.m. on Saturday, Nov. 28, 2020, in order to line up the floats. When it opens to viewers at 5 p.m., it will become a one-way street, with vehicles entering from Tupper Boulevard and exiting onto Industrial Park Drive. The parade will end at 9 p.m.

For safety reasons, no one will be allowed to walk the route. However, the Cumberland County Transportation Services will provide free transportation for those who do not have access to a vehicle.



Members of the Amherst Police Department and Y's Men club will be directing traffic.

The theme of this year's parade is a Nova Scotian Christmas.

As in past years, prizes will be offered for best overall theme, best large commercial float, best small commercial float, best charity or non-profit float, best youth involvement and Dayle's Holiday Spirit Award.

Unlike past years, the number of people who can be on a float will be limited to four and they must remain six feet apart at all times. This is being done to ensure adherence to the COVID-19 public health orders.

Those wishing to participate in the parade can get an application at Amherst town hall or Vogue Optical, 4 Robert Angus Dr. To get a digital application, please email amherstrecreation@amherst.ca or chistmas.parade@live.ca or go to the town's website at <https://amherst.ca/submit-a-request-form.html>.

Anyone with questions can contact parade organizer Charlie Seymour at 902-667-4670 or the Amherst Recreation Department at 902-667-3352.

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