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**FOR IMMEDIATE RELEASE**

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**Siesta Key Chamber of Commerce  
Presents  
Light Up Siesta Key and Village Holiday Parade**

Siesta Key, FL: The 34th Annual Light Up Siesta Key and Village Holiday Parade will be held on Saturday, November 24, 2018 from 5 to 9 PM. Festive décor and holiday atmosphere will Light Up Siesta Key. A community Christmas tree will be at the Village Gazebo.

The Village Holiday Parade which will begin at Avenida del Mare and Beach Road at 5:30 PM traveling north on Beach Road onto Ocean Blvd. into the Village. Many businesses and local groups will be participating in the parade and welcoming Santa to Siesta Village. If you would like to participate in the parade, visit [www.siestakeychamber.com](http://www.siestakeychamber.com) and click on the scrolling event banner at the top of the home page. There is a \$25.00 fee per entry and registration is required.

Santa will arrive at the Siesta Center at approximately 6:15 PM to greet all children. The first 250 children to see him will receive gift bags donated by Beach Bazaar. At Siesta Center, there will also be face painting and activities. Photos may be taken with Santa, free of charge.

Shops and restaurants will offer refreshments and special holiday bargains from 5 to 9 PM. There will also be live music at various venues, plus carolers and a martial arts demonstration.

Free public transportation is provided courtesy of the Siesta Breeze Trolley from Turtle Beach to the Village (with multiple stops along the route, including Siesta Beach) making it easier for all to participate in the festivities.

This festive event is sponsored by merchants, businesses, and friends of Siesta Key and is free and open to the public. For more information contact the Chamber Office at 941-349-3800, email [events@siestakeychamber.com](mailto:events@siestakeychamber.com) or visit [www.siestakeychamber.com](http://www.siestakeychamber.com).