



Final Touches Coming Together for Chula Vista Starlight Parade & Festival

Can you hear it? That's the sound of hoofbeats on the pavement, classic cars on the street, fire engines tooting their horns, bands on the march and musical artists on stage. Can you see it? That's the sight of floats on the parade route, a movie outdoors on screen, the holiday tree coming alight and children's laughter and wonder in the Kids' Zone. Can you smell and taste it? That's a dazzling array of food and beverage options in the Holiday Market. Can you own it? You sure can, with tantalizing treats and glittering gifts on offer for the whole family.

After months of planning and hard work by hundreds of businesses, civic groups, car clubs and more, the community will come together for the 60th Annual Chula Vista Starlight Parade & Festival presented by Seven Mile Casino.

Downtown Third Avenue Chula Vista will light up Saturday, December 14. The festivities start at 3 p.m. with the holiday festival leading into the tree lighting ceremony at 5:45 p.m. and the Starlight Parade beginning at 6 p.m. The event is expected to conclude by 9 p.m.



The Starlight Parade & Festival is put on by the City of Chula Vista, with the help of [SoundSkilz](#). The event is the City's flagship civic celebration of the year, a jewel in the crown of the City's resurgent events calendar that includes the Chula Vista Art Fest, South Bay Earth Day and FourthFest.

With more than 50,000 guests attending in 2023, the City expects tens of thousands of participants again. The City has taken several steps to increase safety and manage expected crowds. One step is the parade route has expanded to give spectators more

spots to stand and watch. The new route runs along Third Avenue starting one block south at I Street and running north to E Street in Downtown Chula Vista.

The parade—at full capacity again this year—will feature about 130 entries, ranging from festive floats and marching bands to dance teams and classic/custom cars.

Before the parade begins, guests can enjoy festivities such as the Holiday Market and FREE family photos with Santa beginning at 3 p.m. At the Holiday Market, guests can shop for festive bites, sips, décor, and stocking stuffers from among almost 50 vendors—a capacity group.

The 25-foot tree lighting ceremony takes place at 5:45 p.m. in Memorial Park.

All the while, a DJ and three music acts will entertain the crowd at Memorial Park, including the retro-inspired band [The Dreamboats](#); America's Got Talent contestant Mercedes Gonzalez, and [Mariachi Internacional San Diego](#). Then, at 6 p.m., attendees can watch the modern classic holiday film, Will Ferrell's ELF, in Memorial Bowl as the parade gets underway.

Mayor and lifelong Chula Vista resident John McCann said he is looking forward to another successful event this year.

"We have been honored by the level of support we've gotten from parade participants, vendors, performers and sponsors this year," said Mayor McCann. "We had an amazing turnout last year, with over 50,000 attendees, showing the pent-up excitement for this holiday tradition. We have come a long way since I participated in the parade a kid as part of the Safety Patrol. It is a tradition I'm honored to pass down to my children, grandson and the entire Chula Vista community."

The Chula Vista Starlight Parade & Festival presented by [Seven Mile Casino](#) would not be possible without its sponsors and supporters, who help bring to life this beloved and long-standing tradition each year. This year's sponsors include (in alphabetical order):

- Baldwin & Sons
- Chula Vista Police Officers Association
- City of Chula Vista
- Community Health Group
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- HomeFed Côta Vera
- Lolita's Mexican Food
- Meridian Development
- Pacifica Companies
- Port of San Diego
- San Diego Community Power
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- SDG&E
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