

October 15, 2023

RE: 2023 Holiday Tree Lighting and Parade

Hello Concord Business,

On behalf of the Town of Concord, we cordially invite your business to participate in the 2023 Holiday Tree Lighting and Parade on **Sunday, December 3, 2023 from 3:00-6:00P.** The parade will travel down Stow Street, turn right onto Hubbard Street, left onto Walden Street and then right onto Main Street allowing thousands of spectators to witness the best holiday parade in the area! And, to keep in the spirit of the season, the parade will again be combined with the annual lighting of the tree in Monument Square; a twinkling spectacle for all to enjoy. As plans are made, we will be sure to share the information with you to include in your planning.



As we prepare for thousands of visitors that afternoon, we welcome you to participate in the event by opening your store, providing giveaways, refreshments, decorating your store front, hosting an entertainer, collecting toys for tots, or anything else that you see fit. Entertainment will start as early as 3:00P and will be spread throughout Concord Center. The parade will start at approximately 4:50P. If you are a store that is *not* in Concord Center but would like to participate, we welcome you to set up a table to advertise and sell your items in Monument Square.

Concord Recreation will be organizing all street entertainment including carolers, Disney characters, live music, dance performances, photos with Santa and more. We plan to place signage throughout town to direct spectators to your store should you want to be included in the event.

To be included in this year's marketing publications and/or to set up a table in Monument Square, please send your store name, address, and event/activity details to Mardi Hutchinson, Recreation Supervisor, by November 5th. The *Town requires a certificate of liability insurance to be on file for anyone that would like to set up a table downtown.* I can be reached at Mhutchinson@concordma.gov or by calling 978-287-1054.

Yours in Recreation,

Mardi Hutchinson
Mardi Hutchinson
Recreation Supervisor