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Roanoke County excitement builds for first ever Christmas Parade

Roanoke, VA: The Brambleton Area Business Association has organized what will be Roanoke County's first Christmas parade with Roanoke Valley Community Credit Union as the title sponsor. To be held on December 10th from 10 – 11 a.m., the route will start where Harris Street SW intersects Brambleton Avenue, then south down Brambleton, ending just before Garst Mill Road.

This is designed as a fun event for kids with floats, music, a fire truck and Santa. Area business owners have helped fund the event and will also serve as volunteers to help manage festivities.

"We're so excited that we were able to make this happen," explains Mike Shelton, president of Brambleton Area Business Association. "(Roanoke County) Deputy Chad Beheler suggested the idea and we ran with it," Shelton notes. "Our members and other area business owners have been tremendous with their support for this event with sponsorship dollars, property access, volunteer time and enthusiasm," he states.

There's been a lot in the planning, which will include putting cones down to block off the two south travel lanes and the median of Brambleton Avenue to make the parade route safe. North and south travel will still be available, but each route will be restricted to one lane.

The management company responsible for the Krogers/Hamrick's plaza along with Kroger store management has agreed to provide parking for spectators and participants. Parade participants are asked to park behind the ABC building. Spectators can park in the back of the lots.

There are still some spots available for parade floats and other participants. Entry cost is \$25 (free for non-profits), but an application process is required.

"I was surprised to learn Roanoke County had never had a Christmas parade," Shelton admits. "As the dubbed 'Main Street of Roanoke County,' Brambleton Avenue is the ideal spot to launch this initiative – it's going to be an exciting event for the merchants and the kids in the county" Shelton states.

For more information, go to BrambletonBusiness.org, e-mail info@BrambletonBusiness.org or call Mike Shelton, president, at (540) 355-1305.

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