



FOR IMMEDIATE RELEASE
October 28, 2009

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Volunteers needed for the 60th Annual H-E-B Holiday Parade on Thanksgiving Day

WHO:

Volunteers are needed for the 60th annual H-E-B Holiday Parade which takes place on Thanksgiving morning. Parade organizers utilize thousands of volunteers in order to bring Houston's long-time tradition to life. Parade opportunities include: ushers, banner or balloon carriers, admission ticket takers, sponsor area support, costume characters and parade marshals.

WHAT:

The H-E-B Holiday Parade is produced by the Houston Festival Foundation, Inc., a 501 (c) (3) non-profit organization. Proceeds from reserved seating ticket sales benefit the Festival education programs reaching more than 1,471 public schools each year and the Houston Chronicle Readers are Leaders literacy program.

WHEN:

6 – 10 a.m.
Thursday, Nov. 26, 2009

WHERE:

Downtown Houston

HOW:

Volunteers must be at least 16 years old. Applications are available at www.hebparade.com or call 713-654-8808 for more information.

SPONSORS:

H-E-B Grocery Company, The Arrow Classic Rock, 93.7 FM, Atrich Financial Services, Borden Milk Products, Budweiser/Silver Eagle Distributors, Dancestaff.com, Dancing Queen, Hilton Americas Houston Hotel, Houston Astros, Houston Chronicle, Keystone Concrete Placement, KHOU-TV, Channel 11, KMJQ 102.1 FM, KTRH 740 AM, McDonald's, Miri Piri Gatka Dall, Moody Gardens "The Gift of Christmas," Praise 92.1 FM, Radio Disney 1590 AM, Rockefeller Hall, Salvation Army, Sunny 99.1 FM, Taco Cabana Catering, Theatre Under the Stars "The Sound of Music", and Wells Fargo.

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