



FACT SHEET

MEDIA CONTACT: Wendy Slaton
281-814-6384
wislaton@aol.com

60th Annual H-E-B Holiday Parade “Sixty Years of Dreams Come True”

WHEN & WHERE

Thanksgiving Day – Thursday, Nov. 26, 2009
9 to 10 a.m. Downtown Houston
Start: Texas Ave. and Hamilton
Finish: Rusk and Crawford

ABOUT THE PARADE

Houston’s Thanksgiving Day Parade began in 1949, when Santa arrived at Union Station and rode his sleigh to the downtown Foley’s. That led to a 44-year tradition – the Foley’s Thanksgiving Day Parade. In later years, Bank United and Washington Mutual each claimed the title sponsorship. In 2006, H-E-B was named the title sponsor, and the parade is now known as the H-E-B Holiday Parade.

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.

This year, the parade is celebrating the 60th anniversary with the following:

- Celebrities, performers and sports stars
- More than 50 entries comprised of an estimated 5,000 participants
- Newly-designed floats
- Giant helium balloons
- Parade is broadcast live on KHOU-TV (CBS).

WHAT YOU WILL SEE THIS YEAR

Entertainment

2009 Parade Grand Marshal

- **Bernard Harris, Jr. M.D.:** NASA astronaut served as payload commander of STS-63, the first flight of the joint Russian-American space program. Harris became the first African American to walk in space. Dr. Harris is Founder of The Harris Foundation, Inc., a non-profit organization that encourages math and science education, and fosters youth leadership and citizenship through programs including the Bernard Harris Summer Science Camp (BHSSC), Dare to Dream (DTD), and the DREAM Tour.

All New Floats:

1. Tom Turkey

- sponsored by H-E-B Grocery Company
- Tom will proudly salute the crowd
- 30-40 costume characters dressed as pilgrims, Indians, scarecrow and ears of corn
- Performance on float: **Naturi Naughton**, professional recording artist and actress starring in the new motion picture film "Fame."

2. Theatre Under the Stars Presents "The Sound of Music"

- sponsored by Theatre Under the Stars
- cast of the production "The Sound of Music" will perform a medley of songs from the classic show for all ages.

3. A Child's Dream Float

- Float features colorful children's toys and icons
- 30-40 costume characters

4. Santa Claus and His Reindeer Float

- High-flying Santa and his reindeer will ring in the holiday season
- 20-30 costume characters dressed as toys, elves, snowmen, etc.
- **Deborah Duncan** to perform on float

5. Happy Anniversary Float

- Float celebrates 60 years of the H-E-B Holiday Parade with an enormous birthday cake, balloons and a giant clown
- 30-40 costume characters representing the past sixty years

Additional Performances:

- **250 UCA Cheerleaders** from across the country performing to “Grease”
- **Bellville High School Brahmadoras** performing a medley of “dream-inspired” songs
- **Cypress Springs Panteras** high-kick routine
- **Moody Gardens Float** performance by the cast of the musical “The Gift of Christmas – LIVE”
- **Houston Rocket Power Dancers**
- **Houston Texan Cheerleaders**

Helium Balloons – Five to six different giant helium-filled balloons

Specialty Entries/Vehicles

- H-E-B Grocery Company’s Salute to Texas Float
- World famous Budweiser Clydesdales
- McDonald’s Ronald McDonald Shoe Car
- Salvation Army Giant Kettle and Harbor Lights Choir
- Houston Chronicle Star Car
- Borden Train and Elsie the Cow
- Radio Disney Party Van
- Houston Rockets Van, Clutch the Mascot and Power Dancers
- Astros Junction Jack and KTRH Astros RV
- Pancho Claus and low-riders
- Antique Fire Trucks
- Keystone Concrete Specialty Vehicle
- Arrow 93.1 Van
- Miri Piri Gatka Dall float and martial arts performers
- Dancing Queen bus

Marching Bands

- Willowridge Mighty Eagle Marching Band and Wings Drill Team
- Stephen F. Austin High School Sonic Boom Marching Band
- Morton Ranch High School Maverick Marching Band
- Raul Yzaguirre School for Success “Heart Beat of Soul” Band
- Gulf Coast Sound Drum & Bugle Corps
- Madison High School Marching Band
- Trinity Valley Community College Cadettes & Cardinal Regiment

Community Groups

- HPD Honor Guard and HPD Mounted Patrol
- Solange Dance Company – middle eastern dance with musical accompaniment including drums and zills
- X-treme Dance Company
- Yummy’s Clown Group
- Paso Fino Horses
- Ambassadors International Ballet Folkorico
- Miss Black Texas USA and Miss Black Teen USA
- Scroggins Elementary Toe Tappers
- Dancezone
- Texas InterCity Football, Inc. Drill Team and Cheerleaders
- Greater Houston Miniature Horse Club – miniature horses and riders dressed in colorful holiday attire

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.

TICKETS

General admission is Free. A limited number of reserved seats are available for purchase at www.hebparade.com.

Grandstand Seating - located in the TV Zone where stopped performances take place.

- \$18 until November 15
- \$22 after November 15

Reserved Turkey Seating

- \$11 until November 15
- \$14 after November 15

For more information, call 713-654-8808 or visit www.hebparade.com

#