



NEWS RELEASE

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For Immediate Release:

MainStreet Cleveland Christmas Parade Announces New Staging Location and Route

CLEVELAND, Tenn. - After 37 years of beginning at Bradley Central High School, the MainStreet Cleveland Christmas Parade is turning a new corner this holiday season with an updated staging location and route through downtown Cleveland.

The annual holiday tradition returns Saturday, December 5, at 6 p.m., bringing thousands of spectators and approximately 3,000 participants together for an evening of festive floats, twinkling lights and Christmas cheer.

Bradley Central High School has served as the parade's staging location for many years. However, construction projects on campus will limit available space this year, prompting the move to a new starting point in the large parking lot at the intersection of 3rd Street, SE, and Edwards Street, SE, behind the Museum & Cultural Center at Five Points.

"It has been an honor for Bradley Central High School to host our community's Christmas Parade for many years. Unfortunately, extensive construction for our new track complex and Science Wing will limit available space on campus this year. The safety of parade participants and spectators remains our top priority. We are grateful for our community's understanding and look forward to continuing to celebrate this special tradition together," said Patrick Spangler, principal of Bradley Central High School.

The parade will step off at 6 p.m. from the new staging area at 3rd Street, SE, and Edwards Street, SE. The route will travel west on Inman Street, north on Ocoee Street, turn at the monument, and head south on Broad Street to 3rd Street. From there, the parade will turn right onto 3rd Street and continue to its conclusion at the intersection of South Lee Highway and Keith Street.

The downtown Christmas Parade is one of Cleveland's longest-running and most anticipated holiday traditions, featuring festive floats, twinkling lights and plenty of Christmas cheer for spectators of all ages.

"We are deeply grateful to Bradley Central High School for hosting the parade for the past 37 years. While a change of this size is significant for a tradition so deeply rooted in our community, we are excited about this next chapter. Our goal is to continue bringing families together to celebrate Christmas while showcasing our historic downtown," said Sharon Marr, MainStreet Cleveland executive director.

The updated route is shorter and retains many of the community's favorite parade-viewing locations while incorporating the eastern portion of Inman Street, with recent pedestrian and lighting improvements. The new route provides an opportunity to highlight downtown while continuing a Christmas tradition that generations of Cleveland families look forward to each year.

Parade entries are now being accepted. Completed entry forms must be returned to the MainStreet Cleveland office by Friday, November 20, at 4 p.m. A late fee will apply to entries received after that deadline. The final deadline for applications is Tuesday, December 1, at noon.

For more information, contact the MainStreet Cleveland office at 423-479-1000. Parade entry forms are available at www.mainstreetcleveland.com.