



PRESS RELEASE from Sedona Main Street Program and
NAU Parks & Recreation Management Program
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Calling for entries in ST. PATRICK'S PARADE

Come join us in the 42nd annual St. Patrick's Parade & Festival. This year it's a celebration of the 2012 Arizona Centennial!

Entry forms for the parade are being sent electronically to all previous participants by February 1st, via the email address identified as contact person on last year's entry form. As of February 1, the 2012 entry forms can also be printed from Sedona Main Street Program's website (www.sedonamainstreet.com) and paper copies will be available at the Chamber Visitor Center on Forest Road in Uptown Sedona. The entry fee is \$100 per business entry and \$25 per non-profit or individual applicant.

The St. Patrick's Parade & Festival will be held on March 3rd in Uptown Sedona. Though it seems a wee bit early, the date is chosen to ensure that area families and schoolchildren will be in town to participate and attend these festivities, because the following two Saturdays are part of area schools' Spring Breaks. Special thanks go out to all our sponsors and donors, especially Parade Title Sponsor - Pink Jeep Tours and Festival Title Sponsor - Barking Frog & Cowboy Club Restaurants, for without them this would not be possible! The Parade begins at 10:30 am, starting at the Jordan Historical Park and making its way along Jordan Road to Mesquite Avenue. Immediately following the parade, the Parade Festival will include free entertainment and activities until 3:00 pm directly adjacent to the parade route in Sacajawea Plaza and BR Clinic parking lots along Jordan Road.

The parade entry application deadline is Tuesday, February 21st; early submissions are encouraged due to limited entry space. Parade entries will be filled on a first-come first-serve basis. Become a part of Sedona's 42-year history with this year's special celebration of the Arizona Centennial, and reserve your space today in the only St. Patrick's Parade & Festival celebration in northern Arizona.

Additional event details will be forthcoming, or visit our website (www.sedonamainstreet.com) and facebook page for current information and updates. Sedona Main Street and NAU Parks & Recreation Management Programs are proud to present this community event in cooperation with the "Green Team", Sedona's Parade Committee. Please contact 928-204-2390 or info@sedonamainstreet.com with your questions.

"In compliance with the **Americans with Disabilities Act**, this agency/event does not discriminate on the basis of an individual's disability. If special accommodations are required to participate, please notify us prior to the parade date."