



## **For Immediate Release**

### **Winter Festival Invites You to the Parade!**

*Seeking Floats and Marchers for the Winter Festival Parade*

**Lambertville, N.J. – New Hope, PA., January 5, 2010 -**

The Lambertville- New Hope Winter Festival is just around the corner, and the parade will be held on Saturday, January 30.

Excitement is high with an array of talented bands - Uptown Mummers String Band, Greater Kensington String Band, Woodland String Band, and the South Hunterdon High School Marching Band. Creative floats and marchers from local organizations such as the Lambertville and New Hope American Legions, theater groups, and scout groups make the parade a happy celebration of our wonderful community!

But did you know that any local group or business is welcome to join the parade? Yes, it's true, and it's a great opportunity to get exposure for your cause or business, express your creativity, and have a lot of fun.

Everyone is welcome, and there's no charge to participate. You might even win a prize! Prizes for the float competition – beyond valuable bragging rights – are \$100, \$75 and \$50.

Now is the time to plan your entry into the parade.

Floats, a traditional favorite, are the stars of the parade whether they are on a wagon pulled by hand, towed behind an auto, or self-contained.

If you don't want to do a float, you can make a banner, march as a group and wave to the crowd. We promise it will be fun.

Parade participants line up at the High School parking lot by 11:30 Sat. Jan. 30, 2010 and march approx. one mile from the school, over the bridge into Lambertville. The school is open for bathroom visits, etc. No registration or fee required. Floats are restricted only by bridge height limitation (13').

For complete information about the parade and Winter Festival, visit [www.winterfestival.net](http://www.winterfestival.net) or contact Earl Bierman at 215-862-1998.

### **About Twin River Town Projects**

Twin Rivertown Projects, Inc. is a 501c Non- Profit Corporation of hard-working and fun loving New Hope, PA and Lambertville, NJ business owners, residents and other good spirited people who live in the area.

We have selected the New Hope, Lambertville, and Solebury Parks and Recreation Departments and local food bank: Fisherman's Mark, as the primary recipients of our proceeds this year. Winter Festival also benefits other community organizations such as Social Services, Schools, Fire, Police and Rescue organizations. This year, we are hosting a Food Drive for Fisherman's Mark. Bring a non perishable food item to the festival and place in blue donation canisters located at most festival events and along the parade route.

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